

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LV.

NEW YORK, APRIL 4, 1906.

No. 1

Investigation of Circulation of the Largest Publication in the World

On February 14 the Citizens' Committee, composed of leading bankers, publishers and business men of St. Louis, completed their investigation of the circulation of the WOMAN'S MAGAZINE and WOMAN'S FARM JOURNAL. The committee selected a corps of expert accountants and experienced men to act as supervisors, under whose direction a force of forty clerks compiled from the *original subscription letters* what is unquestionably the most thorough, analytical, exhaustive and complete circulation report ever made of any publication in the world. The high standing and unimpeachable integrity of the citizens comprising this committee are such that their report cannot be questioned.

On March 10 the Association of American Advertisers completed the examination of the subscription lists of the same publications. The certificate and reports of this association are based upon their examiner's check of paper bills, cash subscription accounts, press-room records, *original Post Office receipts* of second-class mailings, subscription files and all relevant data. The circulation examiners of this association are continually engaged in examining circulations of publications in the United States, and their certificates are accepted without question, and implicitly relied upon by the leading advertisers of the United States, many of whom are members of the association.

The reports above referred to have been printed and will be mailed to any one interested, on request.

**The Lewis Publishing Company,
ST. LOUIS, MO.**

NOTE.—Monthly, for the past three years, photographic reproductions of the original Post Office receipts have been sent to all advertisers and agents, and annually sworn affidavits of average circulation, for 12 months preceding, are furnished all advertisers, agents and directory publishers.

MEDICAL BRIEF ADVERTISERS

declare that its world-wide circulation—built on merit—makes it

**THE BEST BY ANY TEST
TO REACH FAMILY DOCTORS**

CONFIDENTIAL

EXCELLENCE

ADVERTISING

REPUTATION

CONFIDENTIAL

CONFIDENTIAL

CONFIDENTIAL

UNEXCELLED IN FEVERS, LA GRIFFE, PNEUMONIA,
ARTHRITIS, HEADACHES, INSOMNIA, RHEUMATISM,
COLDS, NERVOUSNESS, NEURALGIA AND SEA SICKNESS.

CONTINUED TO THE USE OF THE MEDICAL PROFESSION

LA BORDINE

LA BORDINE & COMPANY

CONFIDENTIAL

EXCELLENCE

ADVERTISING

REPUTATION

CONFIDENTIAL

CONFIDENTIAL

CONFIDENTIAL

Labordine Pharmaceutical Company.

No. 110 North Fourth St.

ST. LOUIS, MO., U. S. A. 1900. 14th, 04.

The Medical Brief.

Century Bldg.,

St. Louis, Mo.

Dear Sirs:-

We have been carrying our advertisement in the Brief for the past two years with most gratifying results to us, and have received inquiries from all parts of the country traceable to your Journal.

Very truly yours,

Labordine Pharmaceutical Co.

Labordine

President.

THE MEDICAL BRIEF

is read monthly by more

**FAMILY DOCTORS
THE WORLD OVER**

than any other medical journal extant.

MEDICAL BRIEF ADVERTISERS

are the best witnesses of
this and tell their own story.

**"Verdict of Advertisers," Sample copy and
rates for the asking.**

OFFICES:

9th and Olive Streets, St. Louis, Mo. Astor Court Building, New York.
Auckland House, Basinghall Avenue, London, E. C., England.

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1906

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LV.

NEW YORK, APRIL 4, 1906.

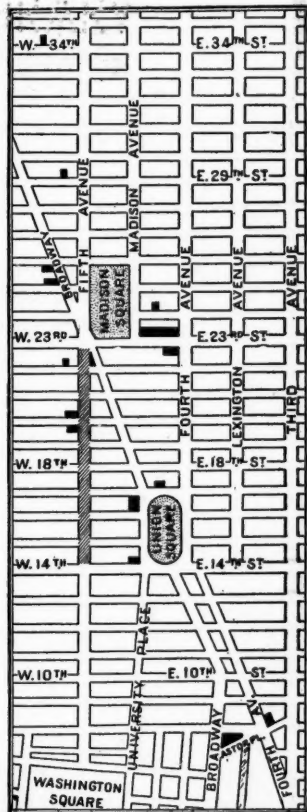
No. 1.

NEW HUB OF THE ADVERTISING UNIVERSE.

Park Row has long been the one center of advertising affairs in New York City. Until quite recently every prominent agency was located within a few minutes' walk of the Tribune Building, and every special agent in town had his quarters either in the Tribune or World Buildings, or further along Nassau street in the American Tract Society's structure, Temple Court or at No. 140 or 116 Nassau. Park Row is still the center of newspaper advertising, and for the special agents. But within a year or two those agencies identified prominently with magazine advertising have moved uptown. Many magazines have also established offices in the neighborhood of Madison Square, so that to-day New York has two distinct advertising centers, each of such magnitude in its way that it would be difficult to say which leads. This uptown district is also the center of street-car advertising.

The new center around Madison Square is confined to a few comparatively new office buildings. One of these is the Metropolitan Life structure at 1 Madison avenue, which will eventually occupy a whole block, and already has an annex across 24th street between Madison and Fourth avenues. Another is the Fuller Building, more familiarly known as the "Flatiron." A third stamping ground for agents and magazines is the Mercantile Building at the southwest corner of Fourth

avenue and 23d street. Other buildings from Astor Place on the south to the Times Building on



the north have fragments of this advertising industry. Fifth av-

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enue from 14th street to 23d is an advertising thoroughfare, at the center of which is the Aldine Club, once a literary institution, but now a club at which any noon one may meet virtually all the publishers and agents who are prominent in magazine advertising.

The following agencies are now in this district:

J. Walter Thompson, Mercantile Building, Fourth avenue and 23d street.
George Batten agency, Metropolitan Annex, 24th street between Fourth and Madison avenues.

Ben B. Hampton Co., West 22d st.
Frank Presbrey Co., 7 West 29th st.
Street Railways Advertising Co., Flatiron Building.

O. J. Gude Co., outdoor advertising, Fifth avenue and 22d street.

Frank Seaman agency, 41 West 34th street.

Calkins & Holden, Mercantile Bldg.
Bentz American Advertising Agency, 7 West 29th street.

N. W. Ayer & Son's New York office, Flatiron Building.

Chas. H. Fuller's New York office, Flatiron Building.

Ward & Gow, street-car advertising, 1 Union Square.

M. Wineburg & Co., street-car advertising, 452 Fifth Avenue.

Haulenbeck Advertising Agency, 31 Union Square.

Ethridge-Kennedy Co., advertising copy and illustrations, Union Square.

Among the more prominent magazines and publishers in this district may be mentioned the following:

American Illustrated Magazine, 141 Fifth avenue.

Appleton's Booklovers Magazine, 436 Fifth avenue.

Associated Sunday Magazine, 1 Madison avenue.

Bookman, 372 Fifth avenue.

Burr McIntosh Monthly, 4 West 22d street.

Cassell's Magazine, 9 W. 18th street.

Cassier's Magazine, 7 W. 29th street.

Century, Union Square.

Christian Herald, Bible House.

Cosmopolitan, 1789 Broadway.

Critic, 27 West 23d street.

Current Literature, 34 W. 26th st.

Doubleday, Page & Co. magazines, 133 East 16th street.

Everybody's, Union Square.

Field and Stream, 35 West 21st st.

Four-Track News, Grand Central Station.

Good Housekeeping, New York office, Lafayette Place.

Gunter's Magazine, 3 East 14th st.

Illustrated Outdoor News, 4 West 22d street.

International Studio, 67 Fifth ave.

Ladies' Home Journal, New York office, 1 Madison avenue.

Leslie's Weekly, 227 Fourth avenue.

Life, 19 West 31st street.

Literary Digest, Mercantile Building.

McCall's Magazine, 113 West 31st st.

McClure's Magazine, Mercantile Bldg.

Men and Women, New York office, Townsend Building.

Metropolitan, 7 West 29th street.

Motor, 1789 Broadway.

Munsey's magazines, Flatiron Bldg.

Outdoors, 150 Fifth avenue.

Outing Magazine, 239 Fifth avenue.

Outlook, 287 Fourth avenue.

Pearson's, 2 Astor Place.

Public Opinion, Mercantile Building.

Recreation, 23 West 24th street.

Review of Reviews, 13 Astor Place.

Saturday Evening Post, New York office, 1 Madison avenue.

Scribner's, 155 Fifth avenue.

Short Stories, 34 West 26th street.

Smart Set, 452 Fifth avenue.

St. Nicholas, Union Square.

Street & Smith, magazines, Seventh avenue and 15th street.

Suburban Life, New York office, 156 Fifth avenue.

Success, Washington Square.

System, New York office, 1 Madison avenue.

Tales, 2 West 40th street.

Theater Magazine, 26 West 33d st.

Town and Country, 289 Fourth ave.

Town Topics, 452 Fifth avenue.

Twentieth Century, Fifth avenue and 42d street.

Vogue, Metropolitan Annex Building.

World To-Day, New York office, Flatiron Building.

IN THE FLATIRON BUILDING.

Automobile, The.

Ayer, N. W., & Son, Philadelphia.

Booth, W. Franklin, Adv. Agency.

Brown Publishing Co.

Campbell Art Co., advg, pictures.

Class Journal Co.

Clubfellow, The.

Coleman, C. D., special agency,

Vickery & Hill list.

Dawes Mfg. Co., Braddock, Pa.,

glass and electric signs.

Faulkner, H. C., special agency,

Savannah News, Charleston News and

Courier.

Foster Debevoise Co. Adv. Agency.

Fuller, Chas. H., Adv. Agency.

Gunning System, Chicago, outdoor

advertising.

International Advertising Association.

International Publicity Service, John

Haddon & Co., London.

Johnson, H. A., special agency,

Boyce list.

Kellar, A. R., publisher.

(Continued on page 6.)



REG. U. S. PAT. OFF.

FOUNDED A. D. 1728

When an ironworker hammers a piece of metal to a glow, it is necessary that the blows shall be in rapid succession. If not, the metal will lose the heat imparted by one blow before the next one is struck. It is the accumulated effect of the hard, quick blows that gives results.

Advertising offers a parallel to this, and it is here that the weekly has a great advantage over the monthly, especially in the introduction of new goods. The advertiser who would fix his claims in the mind of the public must speak his second word before the first is forgotten.

New advertisers cannot afford to ignore the weekly, and in these rapidly-moving, crowded days, even the veteran advertiser will be pushed aside and forgotten unless his appearance is sufficiently frequent.

The SATURDAY EVENING POST goes four and sometimes five times a month to 3,500,000 readers. Advertisers who want quick action, and a healthy glow in their sales will do well to utilize our machinery.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

CHICAGO

BOSTON

BUFFALO

Kissam, George & Co., street-car advertising.

London Daily Telegraph.

Municipal Journal and Engineer.

Munsey, Frank A., Co.

Neale Publishing Co.

New Amsterdam Publishing Co.

Newbegin, R. G., book publisher.

Our Baby Publishing Co.

Philadelphia Inquirer.

Physical Culture Publishing Co.

Polly Pry Publishing Co.

Profitable Advertising, Boston.

Saunders, W. B., & Co., publishers.

Smith, Graham, advertising.

Street Railways Advertising Co., street-car advertising.

Welch, A. E., special agency, Currier-Boyce list.

Whitehead & Hoag, advertising novelties.

Wilson, M. B., General Adv. Agency.

Woman's Magazine, St. Louis.

AT 1 MADISON AVENUE.

American Horse Breeder, Boston.

American Medical Journalist.

American Pottery Gazette.

Associated Sunday Magazines.

Beach, H. D., Co., Coshocton, Ohio, advertising signs and novelties.

Bush, J. C., special agency.

Business World.

Christian Science Publication Committee for New York State.

Copy Shop, The.

Curtis Publishing Co., Philadelphia.

Dunn, Chas. H., special agency.

Herald of Light.

Hospital Review, Rochester, N. Y.

Howland, Henry S., advertising.

Jewish Press.

Lord Advertising Agency.

O'Gorman, D. A., medical journal advertising agency.

MacGill, Adele, advertising.

Music Trade Review.

New York Trade Review.

Sloan, J. V. & Co., newspaper features.

Spare Moments, New York office.

System, Chicago.

Talking Machine World.

Tobin, R. V., Agency.

Trained Nurse.

Werner Co., encyclopedias.

IN THE MERCANTILE BUILDING.

American Newspaper Association.

Calkins & Holden, general agency.

Church Publishing Co.

Funk & Wagnalls, publishers.

Globe Publishing Co.

Homiletic Review.

Literary Digest.

Maynard, Merrill & Co., publishers.

McClure's Magazine.

McClure, Phillips & Co., publishers.

Missionary Review.

Modern Women.

Public Opinion.

TOWNSEND BUILDING.

Ayers, Steven B.

Engineering Review.

Mayer, Joe, advertising agency, circus and theatrical.

Men and Women, Cincinnati.
Rider and Driver.

ST. JAMES BUILDING.

Advertising Show Co.

Billposter and Distributor.

Gramercy Publishing Co., shorthand.

Gregg Publishing Co., shorthand.

Horticulture Adv. Agency.

Hotel Record.

Masonic Standard.

Musical Courier.

Publicity Co.

7 WEST 29TH STREET.

Autoelectric Advg. Co.

Bentz American Advertising Agency.

Cassier's Magazine.

Electrical Age.

Metropolitan Magazine.

Presbrey, Frank, Co.

150 FIFTH AVENUE.

Cheltenham Press, advertising literature.

Christian Advocate.

Classmate.

Eaton & Mains, religious publishers.

Furniture World.

Methodist Review.

"Methodists, The" religious journal list.

Outdoors.

Sunday School Advocate.

Woodbury Limited, general agency.

156 FIFTH AVENUE, PRESBYTERIAN BLDG.

Baer, Joseph E., agency.

Barnes, A. S. & Co., publishers.

Bible Record.

Binghamton, N. Y. Herald.

Bookseller, Newsdealer and Stationer.

Clode, E. J., publisher.

Interior, The, Chicago.

Lippincott, J. B. Co., Philadelphia.

Little, Brown & Co., Boston.

Nautical Gazette.

New York Observer.

Schindler Adv. Co.

School News.

Suburban Life, Boston.

University of Chicago Press.

World To-Day, Chicago.

AROUND MADISON SQUARE.

American Economist, 135 West 23d street.

American Illustrated Magazine, 141 Fifth avenue.

Book and Newsdealer, 30 East 21st street.

Charities, 105 East 22d street.

Cheerful Moments, 154 East 23d st.

Critic, 27 West 22d street.

Current Literature, 34 West 26th st.

"Dodge Reports," construction,

Metropolitan Annex Building.

Dry Goods, 172 Fifth avenue.

Elite Styles, 54 West 23d street.

Health Culture, 121 West 23d street.

Illustrated Outdoor News, 4 West 22d street.

Junior Toiletries, 172 Fifth avenue.

L'Art de la Mode, 3 East 19th st.

Life, 19 West 31st street.

McCall's Magazine, 113 West 31st street.

Musical Age, 42 East 23d street.

Music Trades, 135 Fifth avenue.

- New York Clipper, 47 West 28th st.
 Outing Magazine, 239 Fifth avenue.
 Outlook, 287 Fourth avenue.
 Powell, George H. Advertising School,
 Metropolitan Annex Building.
 Recreation, 23 West 24th street.
 Scribner's, 155 Fifth avenue.
 Short Stories, 34 West 26th street.
 Social Service, 287 Fourth avenue.
 Sternberg, H. Sumner, Advertising
 Service, Decker Building, Union
 Square.
 Stokes, Frederick A. & Co., publish-
 ers, 7 East 16th street.
 Theater Magazine, 26 West 33d st.
 Toilettes, 172 Fifth avenue.
 Town and Country, 289 Fourth ave.
 Vogue, Metropolitan Annex Building.
 Wilshire's Magazine, 125 East 23d st.
- AROUND UNION SQUARE.
- Allyn & Bacon, publishers, 33 Union
 Square.
 American Art Journal, 23 Union
 Square.
 American Carpet and Upholstery
 Journal, 33 Union Square.
 American Clothier, 32 Union Square.
 Art Amateur, 225 Fourth avenue.
 Art Interchange, 9 West 18th street.
 Baker & Taylor Co., publishers, 33
 East 17th street.
 Barnes-Crosby Co., engravers, 33
 Union Square.
 Brown & Williams, advertising illus-
 trators, 31 Union Square.
 Carpet and Upholstery Trade Review,
 31 Union Square.
 Carpet Trade Review, 31 East 17th
 street.
 Cassell's Magazine, 9 West 18th st.
 Century, Union Square.
 China, Glass and Pottery Review,
 19 Union Square.
 Church Economist, 31 Union Square.
 Collier, P. F. & Son, retail dept., 225
 Fourth avenue.
 Country Life in America, 133 East
 16th street.
 Decorative Designers, The, adver-
 tising illustrations, 31 Union Square.
 Doubleday, Page & Co., publishers,
 133 East 16th street.
 Ethridge-Kennedy Co., advertising
 copy and pictures, 33 Union Square.
 Everybody's Magazine, Union Square.
 Fame, 1 Union Square.
 Farming, 133 East 16th street.
 Furniture Review, 31 East 17th st.
 Garden Magazine, 133 East 16th st.
 Gove Advertising Co., 33 Union
 Square.
 Haberdasher, 19 Union Square.
 Haulenbeek Advertising Agency, 31
 Union Square.
 Haven, Edwin H., advertising, 31
 Union Square.
 Hooper, Will Philip, clothing adver-
 tising service, Fifth avenue and 13th
 street.
 International Studio, 67 Fifth ave.
 Judge, 225 Fourth avenue.
 Lane, John, publisher, 67 Fifth ave.
 Leslie's Weekly, 225 Fourth ave.
 Living Church, 31 Union Square.
 London Times, 225 Fourth avenue.
- Macmillan Co., publishers, 66 Fifth
 avenue.
 M. A. P. in America, 33 Union
 Square.
 Medical News, 111 Fifth avenue.
 Medical Record, 51 Fifth avenue.
 National Art Co., illustrators, 31
 Union Square.
 National Publicity System, 33 Union
 Square.
 Osborne Co., The, calendars, color
 plates, 31 Union Square.
 Pittman's Journal, shorthand, 31
 Union Square.
 Rimes Illustrating Co., M. L., 31
 Union Square.
 Sartorial Art Journal, 124 Fifth ave.
 Sherman, Bryan & Co., general
 agents, 1 Union Square.
 St. Nicholas, Union Square.
 Taylor, Horace, illustrator, 31
 Union Square.
 Tousey, Frank, publisher, 24 Union
 Square.
 Upholsterer, 19 Union Square.
 Upholstery Review, 31 East 17th
 street.
 Ward & Gow, street car advertising,
 1 Union Square.
 Westernman, L. A. & Co., illustrators,
 33 Union Square.
 Wood, William & Co., medical pub-
 lishers, 51 Fifth avenue.
 World's Work, 133 East 16th street.
- AROUND COOPER UNION.
- American Agriculturist, Lafayette
 Place.
 American Hatter, 13 Astor Place.
 Christian Herald, Bible House.
 Christian Work and Evangelist, Bible
 House.
 Churchman, 47 Lafayette Place.
 Clothier and Furnisher, 13 Astor
 Place.
 Good Housekeeping, Lafayette Place.
 Millinery Trade Review, 13 Astor
 Place.
 Pearson's, 2 Astor Place.
 Review of Reviews, 13 Astor Place.
 Success, Washington Square.
- AROUND FORTY-SECOND STREET.
- Appleton & Co., publishers, 436
 Fifth avenue.
 Automobile Topics, 29 West 42d st.
 Booklovers Magazine, 436 Fifth ave.
 Bookman, 372 Fifth avenue.
 Broadway Magazine, 121 West 42d st.
 Caterer, 145 East 42d street.
 Chicago Daily News, Times Building.
 Cosmopolitan, 1789 Broadway.
 Dodd, Mead & Co., publishers, 372
 Fifth avenue.
 Dramatic Mirror, 121 West 42d st.
 Dramatic News, 1441 Broadway.
 Four-Track News, Grand Central
 Station.
 Medical Brief, Astor Court Building,
 34th street.
 Motor, 1789 Broadway.
 Seaman, Frank, Adv. Agency, 41
 West 34th street.
 Smart Set, 452 Fifth avenue.
 Tales, 2 West 40th street.
 Town Topics, 452 Fifth avenue.
 Wineburg, M., & Co., street-car ad-
 vertising, 452 Fifth avenue.

A NEW PHASE OF ADVERTISING SERVICE.

BRUCE & BANNING, NEW YORK, CALL THEMSELVES "PUBLICITY ENGINEERS," AND DO NO PLACING—ONLY A FEW CLIENTS, AND THESE MUST BE OF A TRUSTWORTHY KIND—OPERATIONS CONFINED TO THE ELECTRICAL AND ENGINEERING JOURNALS.

A form of advertising service that in some respects approaches the ideal has been devised by John M. Bruce, formerly with the *Engineering and Mining Journal*, and now senior partner in the firm of Bruce & Banning, 1 Madison Avenue, New York. Kendall Banning, the junior partner, was formerly the managing editor of *System*. Bruce & Banning call themselves "publicity engineers," and their operations are confined to the preparation of copy, illustrations and follow-up matter for a small list of clients who advertise principally in the engineering and electrical journals. Such of these journals as seem to be the most desirable for their clients are recommended to them by Bruce & Banning, but their service does not include placing of business. No commissions are received from publications, in consequence. The service is rendered on a salary basis, and advertising is forwarded to mediums through the client's own agency, which receives the commission.

"We have only a few clients," he said recently. "We won't take a client who can't make good on what he advertises. Our service covers only the engineering field, and everything we advertise for clients appeals to a technical audience, impartial, well-posted. So it is as important to get clients who can make good as to devise ways of setting their propositions before their public in effective ways.

"Frank B. Gilbreth is a general contractor who has made a specialty of rapid construction jobs. One of his latest exploits in that line is just now receiving wide at-

tention from newspapers and magazines—the building of a complete town in the Maine woods, at Sprague's Falls, for the St. Croix Paper Company. Last April his men went into the pine woods on snowshoes and built berth-houses in nine-foot snow for the men who were to follow, and in five months the town was completed, with pulp mills, a 2,000-foot concrete dam, a branch railroad, a telegraph line and road connecting it with the nearest town, as well as homes for the paper company's employees, stores for merchants, and so forth. Mr. Gilbreth does jobs of this sort in many parts of the country, and upon a basis that assures their completion within specified limits of cost. By advertising he aims to reach all the people who are likely to direct the placing of such contracts. This is not a very large number of people, in reality—they can all be reached in a few of the engineering and financial journals. In advertising Mr. Gilbreth we have found it best to follow the progress of the most interesting job he has in hand. During the building of this pulp-mill town in Maine, for example, we took double-page spaces in some of the engineering and railroad journals, printing from issue to issue advertisements which described his system of operation, his terms for taking such contracts on a cost-plus-a-fixed-sum basis. These ads were illustrated from issue to issue with progress pictures of the work in Maine, showing the entire series of operations. Work went forward so rapidly that the pictures showed plenty of change in each advertisement, and as an interesting adjunct we printed in each ad the date at which the buildings would be completed, publishing a half-tone of them, finished, on that date.

"This is essentially a general publicity proposition. We do not seek inquiries for Mr. Gilbreth. In one advertisement a book was mentioned, and immediately a great many unprofitable inquiries

poured in. In the logical development of results from such a campaign an inquiry may come only once in six months, but that one letter will mean a job running into hundreds of thousands of dollars. The advertising simply keeps a small clientele of persons in the corporate and construction field informed about the achievements of a man who is doing remarkable things in construction. Results can't be figured on a basis of cost per ad or so much per inquiry. Nevertheless they are certain.

"Another client of ours is the Jeanesville Iron Works Company, of Hazleton, Pa., makers of mine pumps. For them we laid out a campaign of twelve four-page ads in *Mines and Minerals*, to run monthly a year. I spent two weeks in the company's shops getting facts, and the series was laid out to cover all the vital points in a mine pumping system. The first and second ads dealt with acid water, which is one of the greatest enemies of mine pumps. We showed that the most acid water in the world is pumped from the mines within a radius of fifty miles from Hazleton, and also that there are more Jeanesville pumps in that territory than all other makes combined. The third and fourth ads dealt with mine pumps in the East, West, North and South—showing installations in Pennsylvania, Colorado, Nova Scotia and Mexico. Others told about the company's plant, entered into problems of cost, etc., and the final ad of the series was a resumé of the whole year's argument, with an invitation to send for a cover to bind the advertisements. As an indication of the interest created by this series, the company had applications for over 400 covers.

"We believe in pictures for telling technical stories, and use them in every way possible. Here is a booklet about corrugated concrete piles, the product of the Corrugated Concrete Pile Co., New York. It shows pictures of old,

weakened, worm-eaten wooden piles to begin with, and then the reinforcement of steel that goes into every concrete pile made by this company, the severe test the piles withstand in being dragged to the driver, the different stages of driving, etc. A diagram indicates the saving in construction work owing to the method of using corrugated concrete piles, and a table is given so that the man who receives the booklet can figure out the comparative cost of concrete and wood piles in his own locality. Another piece of literature that attracts attention from engineers is this organization chart of a contract designing company, made to resemble a blue print. No engineer will throw away what appears to be a blue print.

"Our service gives us an independent basis to work on, because we are under no obligations to the journals that print advertising for our clients. The list of mediums our clients use is not only small, but comprises the very heart of the specialized press. The engineering, mining, railroad and electrical journals are governed by the ethics of the engineering profession in respect to their reading columns, and the more nearly those ethics can be embodied in advertising in them the more weight your story will have with the readers who are most worth while. Our entire range is comprised in not more than thirty journals."

ALTHOUGH it is practically impossible for the social economist to divide our American people into classes, the advertiser has observed that the enterprising American publisher is accomplishing the desired effect by producing publications which appeal directly to the various classes the advertiser wants to reach.—Ben B. Hampton.

A PAPER should circulate in the family if it's going to be a paying proposition to the advertiser.

A NEW ADVERTISING MEDIUM FOR BANKS.

THE MONEY ORDERS OF THE AMERICAN BANKERS' ASSOCIATION, AFTER A YEAR'S TRIAL, DEMONSTRATE THAT THEY BRING BUSINESS TO BANKS—ADVANTAGES OVER POSTOFFICE AND EXPRESS MONEY ORDERS—THEIR ADVERTISING VALUE TO COUNTRY BANKS.

It is now more than a year since the American Bankers' Association provided for its members a form of money order to be sold in competition with the postoffice and express companies. More than 1,000 banks have adopted this money order, many have sold large quantities of them, and though a year is not a very long test for such a convenience, a number of decided advantages have been discovered in the issuance of these orders aside from whatever profit there may be. Properly handled, a bank—and particularly a country bank—could ask no better advertising medium than these orders have demonstrated themselves to be, for they do more than anything else to bring people into a bank to get acquainted.

It is estimated that over \$800,000,000 worth of money orders are sold yearly by the postoffice and express companies. Yet this business has all grown up since 1865, when 131 postoffices were designated as money order stations. The first express order was issued about 1882. The bankers claim, and with reason, that this business belongs to them, for the express and postoffice people use the banks' organization in clearing their orders, and have had its service free of charge. The banks might have had this business had they realized its importance in the beginning. But a small draft for a few dollars seemed petty business compared with a fat discount. So, as the volume of mail transfers of money increased, the banks got practically none of its profits, though they helped bear the expense. Finally, at the 1904 convention of the as-

sociation, the present money-order plan was adopted.

These money orders are issued on uniform blanks resembling the postoffice money order. The American Surety Company of New York guarantees their payment, whatever may happen to the bank of issue, and such guarantee is printed on the order. The banks buy blanks of the American Surety Company at nominal prices and then make their own rates of issue, so long as they do not go below a certain minimum. As a consequence, banks are already selling money orders at lower rates than the postoffice and express companies, and have also had the wisdom to make their prices in even dimes and nickels. The express and postal rate for a \$10 money order is eight cents. The banks charge five cents, and as amounts increase the saving is greater. Another advantage has been pointed out. As banks clear a large percentage of postal and express orders for depositors, it is not unreasonable to presume that they will soon fix a charge of five cents each on such orders, clearing their own free.

As an advertising feature the money order not only furnishes something for the banker to exploit, but brings into his counting-room people who have never had occasion to come before, and brings them not once, but regularly. The American Surety Company furnishes in addition to the blanks a liberal supply of advertising literature for each institution using them, with full explanations of the system, fac-similes of the orders and the name of the bank that issues them in a given locality. A majority of the banks now using these orders are in small cities and towns—some of the institutions in such places have sold as many as 5,000 orders the first year, and one bank in Macon, Ga., sold 10,000. But the big city banks sell them, too. The Chase National and New York National Exchange Bank, New York City, have sold many, and the possibili-

ties for business in cities are excellent.

"One of the most valuable features from an advertising standpoint," says Albert E. Sheridan, traveling auditor of the American Surety Company, "is the fact that banks can sell these orders when postoffices and express offices are closed. During the first year this advantage was seen at once. Some of the banks handling this order have established as many as 300 branch offices for their sale, in drug stores and other retail shops open from six in the morning till ten or twelve at night. So the banker's orders are not only on sale at all hours, but in ten times the places that one can purchase other money orders. If the banks adopting these orders continue to establish such branch offices at the rate shown the past year, in a short time the number of offices where they may be purchased will greatly outnumber the stations of both express companies and post-office.

"The use of these orders is confined to members of the American Bankers' Association. They are drawn on New York, Chicago, Boston, Philadelphia, Baltimore and St. Louis, but are cashed by any bank without charge, and therefore form a species of exchange acceptable anywhere in the United States. The guarantee of the American Surety Company had one test during the first year. The American Bank of Manila, in the Philippines, issued sixteen of these orders aggregating \$1,175, and failed while the orders were in transmission. A cable stopped payment on them at the bank where they were drawn, but the orders were immediately paid by our company. Our capital, surplus and undivided profits of \$4,500,000 stand behind them."

The country banker adopting these orders can easily arrange branch offices to cover all the villages in his territory, and even establish places of issue in farmhouses, giving a service that, for convenience, cannot be duplicated

by the postoffice, and probably not by the express companies. It is possible for him to sell a \$40 order for ten cents, against the postoffice's fifteen cents, a \$60 order for fifteen cents, against his competitors' twenty cents, and one for \$100 at twenty cents, against the postal rate of thirty cents. Thus the orders advertise themselves among a country population. But, as something to talk about in newspaper advertising, these orders give country banks a more tangible line of arguments than any other form of service. They lead to acquaintance among people who have never used banks before, the formation of the bank habit, and are a direct feeder for savings, commercial and loan business.

THERE is to-day a well-defined movement among the better class of publishers and advertising managers themselves to advise the advertiser against the use of their mediums when these are not the best for his business.

Taking into consideration the number of copies sold, the character of the circulation and the price charged for advertising, THE CHICAGO RECORD - HERALD is the best advertising medium in the United States. It is the only morning paper in Chicago that tells its circulation every day.

SOME SUCCESSFUL SOX.

There is a genuine long-felt want in the men's hosiery industry. Only two or three manufacturers have ever advertised socks intelligently, and in all the cases of which information can be had the effect of a very moderate amount of advertising of good goods has been to crowd the mills with orders.

The Kalamazoo Knitting Co., of Milwaukee, is the latest concern to sally out into this unoccupied field. For years this corporation has knit gloves for the jobber, playing the hard game of supplying unknown brands and making a success of it. Some years ago the company perfected a secret process for knitting hosiery—a

"Holeproof hosiery" was applied to them, and the company began to advertise them in the magazines with a novel guarantee. Anyone who purchased six pair had the privilege of returning such of the socks as showed a hole within six months, provided the hose were worn by only one person. The campaign began over a year ago as a mail-order proposition in the *Saturday Evening Post*, *Collier's*, *Delineator*, etc. The spaces were not large, but the ads eventually began to pull mail orders at such a rate that when the company's moderate appropriation was all spent the advertising had to be stopped. Goods could not be produced fast enough now to fill direct orders.

At the same time a novel cam-

ARE YOUR SOX INSURED?

We give six-months' guarantee coupon with each half dozen pair.

\$1.50 PER ½ DOZ.
BOX.

GUARANTEED TO
WEAR SIX MONTHS

HOLE-PROOF

SAVE
DARNING
AND
MAKE YOUR
FEET HAPPY

WASHINGTON
SHIRT CO.

Made by Holeproof Hosiery Co.

Milwaukee, Wis.

SOLE AGENTS FOR CHICAGO.

process that, by certain operations and the use of fine long fibre yarns produced men's, women's and children's hose of more than average durability to sell at popular prices. These goods were put on the market like other products, and achieved a small sale. Nobody seemed to consider them anything out of the ordinary, though, until the Mahin agency, Chicago, interested the company in advertising its specialty. There was nothing to call the consumer's attention to their superior wearing quality. It was found that the hose would stand at least four weeks' wear and laundrying, and for a man's sock selling at twenty-five cents a pair retail this is at least unusual. So the name

campaign of promotion was begun among retail haberdashers in some of the largest cities. This has pulled even better than the magazines. Usually a manufacturer advertising such a specialty in the magazines wants it put into the stock of as many retailers as possible. The Holeproof people adopted a plan that seems wiser. Only one haberdasher in a city was given the line, and with him an exclusive arrangement was made. Where the goods are controlled by one live store, it was figured, the line would be pushed more actively and kept up better than if every dealer had it. This has proved to be pretty sound reasoning. In Chicago the well-known Washington Shirt Com-

pany has the line for men, and as soon as it was secured began on its own hook a campaign of advertising by trademark and the guarantee in street cars. When the cards had been in a few weeks they had to be withdrawn, for the demand at the company's stores far outran the supply that the Milwaukee mills were able to give. Dozens of people are still coming into the Washington Shirt Company's stores daily, though the cards have been out of the cars several months, asking for those socks. In the meantime the mills are trying to catch up with orders from its retailers, and the mail advertising has lately become something of a nuisance because those who send their money have to wait and this leads to correspondence and misunderstandings. The line has not been introduced into the East at all. In St. Louis the agents are Salveter & Stuart; in St. Paul, Killgore & Briggs; in Cincinnati, Eugene Boudot; in Pittsburg, W. H. Stotz; and in Dayton, E. R. Latin. The company has not a single drummer on the road, yet its line is going faster than it could wish. Production can be increased mathematically in some factories, but not in a knitting mill. Add twice as many hands and the output will be cut in two for many weeks, because the experienced hands that were producing must lose time teaching the newcomers.

A singular thing happened with the first magazine advertising. For several months the ads did not pull well. Something seemed to be wrong with the copy, or the proposition, for the mediums used were beyond doubt. The Mahin agency looked into the matter carefully and finally came to the conclusion that neither proposition nor copy were weak, but, on the other hand, too strong. Six pairs of hose with a six months' insurance against holes seemed too good to believe, and the public stood off temporarily and refused

to be fooled. But when returns did begin to come in there was no question as to the stability of the proposition. The margin on twenty-five socks isn't as wide as the world, and if the company were forced to replace one pair in every six it would be wiped out. Naturally, there is no doubt as to the ability of the goods to make good.

Magazine results began to come in big when, after a good deal of advertising in rather small spaces, a full page was taken in the *De-lineator*. This ad was confined chiefly to women's holeproof hosiery with the same guarantee, but the men's line was also mentioned. In the direct orders received after it appeared there were orders for thousands of pairs of the men's goods. The Holeproof line for women is being placed like the men's goods, with one retailer in a city. In Chicago the Boston Store has the agency. The magazine advertising was employed to good purpose as an argument with dealers, proofs and details of the campaign being sent out two months before the ads themselves were printed. The Holeproof Hosiery Co. was incorporated as a separate concern about two years ago. Carl Freschl is president, L. Heilbronner vice-president, and Edward Freschl secretary and advertising manager. Preparations are now being made to build up a great national trade in the specialty.

WRONG mediums are not by any manner of means weak mediums. No advertiser would spend money advertising fur overcoats in the many excellent papers of Southern California, and yet many advertisers are daily committing errors almost as serious as this would be.

ONE of the most serious wastes to the advertiser using big newspapers is the handicap placed on him by department store rates in about twenty of the largest cities.

ADVERTISING BREEDS ADVERTISING.

The spirit of antagonism between men who control or work for different advertising mediums is still strong—so strong that the newspaper publisher regards a fat magazine enviously, while the magazine publisher exposes, among other things, the "billboard evil" and that other one which makes up so large a share of newspaper revenue—the patent medicine. Yet this antagonism is really decreasing day by day, and being transformed into simple competition.

"Do you think the magazines are carrying as much advertising as they were?" asked a newspaper man the other day, and the tone of his query led one to infer that he hoped they were not, and perhaps believed they were not, and wanted somebody to confirm his hope and belief. If the magazines were carrying less it meant, to him, that newspapers would carry more. This is the average view of the matter. But could any view be more short-sighted or erroneous?

Advertising breeds advertising. One medium builds up another. The sign of more business for the newspaper must be looked for in fatter magazines, and as the newspaper thrives, so will the street-car advertising company's dividends grow larger.

Advertising breeds advertising. Nothing is more easy of demonstration. Take the newspaper man who hoped that magazines were losing their influence over advertisers' appropriations. Consider that his paper is in a Western city of moderate size, and that, while he covers his own community with solicitors, creating local business, he has nobody working for him in the general field except a special representative in New York City. All general advertisers are not to be found in New York, by any means. There are great areas in every manufacturing State, from Massachusetts

to Illinois, that the New York special cannot cover. In this outlying territory the magazine solicitor is continually working, getting acquainted with manufacturers who have never advertised, going anywhere for business, creating new advertisers continually at a cost that would be prohibitive for the newspaper publisher even in his own field, because his space is not as remunerative as the magazine's. Every general advertiser so created, entering on a national campaign in the magazines, soon finds that newspapers are indispensable. He cannot use them nationally. But here is a town, there a city, and over yonder a whole State that needs stronger medicine than the magazine. Inquiries and demand are being created, but something is wrong with the retail trade, and the campaign must be made stronger. So, some morning, without any expense to himself or even thought, the newspaper publisher in that territory gets inquiries for rates or an order for advertising. The magazine has created it for him, and it is easy to see how every new general advertiser of importance who appears in the magazines promises business for himself.

So with the magazine publisher. Newspaper solicitors work locally upon small manufacturers who could not be solicited profitably by the magazine—perhaps not found at all. A case in point is that of the man in Philadelphia who invented a useful stationery novelty. This article had the germs of national demand in it, but the inventor had small capital and no thought of magazine advertising. A Philadelphia solicitor interested him in building up his local demand through the use of a single newspaper, demonstrated that small ads would put the novelty into every retail store, proved the value of advertising and got the inventor to the point where he soon began to cast about for a second advertising medium. He needed only one Philadelphia

newspaper, so the next addition to his list was a magazine. His advertisements were not large enough to have paid for magazine soliciting, provided the magazine had even discovered him. But on the basis of no cost for promotion they were profitable business. Today that inventor is using several magazines, and will ultimately grow into an important advertiser of the third magnitude as his capital and plant increase.

One thing grinds into the soul of a publisher more than any other in this matter of competition. "The magazine solicitor goes about and talks magazines! magazines! magazines!" protests the newspaper man, and the magazine man has the same serious charge to bring against the street-car solicitor. But is anything clearer than that the more adroitly a solicitor talks for one medium, the more he talks for all? Advertising breeds advertising so surely that only in exceptional cases have any great expenditures been successful through the use of one medium alone. The great advertisers use all mediums to supplement one another. A year ago it might have been said—(and it certainly was not overlooked as a talking point by the street-car men) that Campbell's Soups had never employed any medium outside of the street cars. Yet within a year this campaign has been extended to the magazines. Who shall say how long it will be before the newspapers are used? The very proof of the interdependence of all mediums is found in the difficulty of specifying any prominent advertiser who has made a success by adherence to one medium alone. Adherence to a single medium, provided the expenditure is large, commonly means failure.

The use of newspapers in a city leads directly to the addition of billboards, or "paint," or street cars. The use of street cars locally demands newspaper advertising for a fuller explanation of the advertiser's proposition. And

as magazine advertising creates a need for more forceful, concentrated publicity in certain local fields, involving the use of the newspapers, so the local advertiser drawing trade through his home newspapers soon finds it imperative that he organize a mail-order department and add magazines. No better patron than the newspaper publisher is found for that strange underground medium, the advertising novelty. And whose announcements loom larger in the newspapers than those of the magazine publisher when he has issued a newsy number and wants the news-reading public to know it?

Another fact that has bearing on this subject is that the larger proportion of able advertising solicitors are found with agencies rather than on the promotion staff of the magazine or newspaper. And by far the greater proportion of new business is created by the agency, despite the activity of publishers themselves. The general advertising agency has been permitted to maintain its position in the face of rate-cutting, divided commissions, a loose organization among publishers and other disadvantages that would ordinarily disorganize another line of trade. Why? Largely because it works in the interests of all mediums rather than for one alone. It may be said against this argument that some of the most successful general agencies adhere to one medium as much as possible, being associated with magazines or newspapers. But it will also be found that these are the older concerns. Younger and more aggressive agencies are conspicuous for the catholicity with which they advocate and employ any medium that is best for the individual advertiser. The agency draws the best solicitors to itself, gets a hearing more readily from the advertiser, and actually creates the most new business, because it is promoting advertising—not mediums. The newspaper, or magazine, or street car, or outdoor

solicitor, no matter how well he may present his story, or how good his medium, is conscious that this very medium has "bare spots"—it won't cover the whole of any larger advertising situation. He must, in self-defense, depreciate other mediums. But the general agency solicitor can present a complete plan. There are no bare spots in his proposition. He is not bound to make out a case for a particular medium or belittle any other, and so it comes that his plans seem broadest to the advertiser, and are most often accepted.

CARRIAGES AND BABY CARRIAGES.

Only the man who has been close to the administration of a big retail business knows how much snobbishness there is in such an establishment, and how a reverence for "carriage trade" often dominates its business policy.

"Yesterday was one of the most remarkable days we ever had in the cloak department," says the manager. "Most extraordinary turn-out of charge customers to see the new wraps. Mrs. Oberon-Tannhäuser was there, and Mrs. Vanityfair-Chuzzlewit, and Mrs. Michelangelo-Bach. The best people, the very best people. Miss Tiny Tightwad was much impressed with a fawn opera cloak from Paris—*much* impressed."

And the proprietor heaves a smug sigh of satisfaction as if the business had shown a record-breaking trial balance.

Some such comments as these were made in the presence of a Chicago store's advertising manager on the day after the fall opening, when charge trade had held a levee in one of the departments. The advertising man has more faith in the daily sales report than the social register.

"Go down in the cloak department and find out what business was done yesterday," he suggested, sarcastically.

The cloak department showed less than \$500 as the gross re-

ceipts of its most brilliant entertaining.

"And half of that stuff will come back to be exchanged before the end of the week, probably," was the advertising man's comment. "Now, here's the hosiery department, with its sale yesterday, did three times as much business. Plain Mrs. Mary Smith and Mrs. John Johnson didn't come in carriages, and the goods were so cheap they won't dare to bring them back. Which was the most profitable department? Yet you people go into ecstasies over your carriage trade. It's the baby carriage trade that counts."

The manager of the grocery department in a New York store said, not long ago, that a workingman's wife would buy five pounds of butter and when she ordered another crock two weeks later might complain a little, though the butter was gone. Mrs. DePuyster-DePuyster, on the other hand, flashes her charge check with an order for a pound, has it sent home and next day sends it back with a complaint. Yet the attention that the woman gets when she comes in a carriage is servile, while the woman with a baby carriage, paying cash, is often held in light esteem.

It is a well-known fact in department store management that those departments that cater to the baby carriage trade, by means of "job-lots," often turn their stock twenty times a year, while the select, expensive departments where the carriage trade shops may be fortunate to turn stock three times. On equal capital one will do a gross business of \$100,000 to the other's \$15,000. No larger margin can make the latter approximate the former's profit.

Carriage trade is often a costly fallacy when it dominates a store's advertising. The retailer with carriage trade in mind devotes too much space to the lofty, snobbish talk that is supposed to appeal to the rich and fastidious, and too little to the direct, vigorous advertising with prices that brings

women with babies. The store that indulges in the longest perorations to its fancied carriage trade may have entirely a wrong conception of what trade really is, and how it thinks. Women in seal-skin saccques not only hunt bargains, but are often decidedly cheap in their shopping, descending to tricks that the mechanic's wife would not think of. One of the portentous names in Philadelphia is that of the president of a great railroad system. After a cut-price sale of cheap underwear the manager of a Market street bargain emporium had his notions of high life considerably enlarged by receiving back some of this underwear the next day, with a note of complaint from the wife of this railroad official.

It is the error of the new retail advertiser, usually, to aim over the heads of his public in advertising. When he does it he nearly always has this charge trade in mind. One Philadelphia retailer used newspaper space a whole year after beginning business to print smoothly-worded, pleasant invitations to come in and look around. A special offer, he thought, would forever bar him from the patronage of the elect. But in a year he woke up, began printing special offers daily, and in a short time had just the sort of trade he had been aiming at instead of hitting. Along with it came the rest of the public. Retail advertising must have substance to attract. The substance of good retail advertising is goods and prices—not social amenities or literary style. The thing that leads most retail advertisers to be reserved and pseudo-genteel in advertising is, probably, an indefinite fear of offending. A cut price, a black figure, a strong advertising phrase—these, they imagine, would forever drive away shoppers in carriages. But this fear isn't well founded. The charge customer whose name is on a store's books is likely to be so horrified by the black prices and outrageous bargain offers of its

competitor that she will go there to see if he is lying. Wrong goods may offend people. But it takes a lot of the wrong advertising to do it.

Newspaper space is too costly to be used in addressing a class. It must be used to go after the masses. The polite, reserved advertising that is supposed to go with high-class merchandise, the announcement so subtly worded that the vulgar herd won't understand it—what better way to spread this sort of publicity than through the mails? The carriage trade is concrete. The retailer has it in the blue book or on his own ledgers—name, address and rating. If advertising for any class can be bettered by a note of exclusiveness, the mail adds to that note. If the exclusive ad hits then, well and good. If it doesn't hit, it certainly isn't puzzling people who don't understand it.

THE GREAT QUESTION.

The question of second-class mail "privileges" as affecting the publishers on one side and the Postoffice Department on the other—will never be solved, until the Department can settle upon a UNIFORM rate for all printed matter. Make it as high, or as low, as prudent investigation, based upon statistics will demonstrate—but make it one UNIFORM rate—so much for a pound of printed matter, be it a newspaper, a house organ or a catalogue, or a circular.

Let the word "privilege" entirely disappear and put in its place a law or a ruling by which the user of the mails may be able to determine his RIGHTS.

"EUROPE in 1906" is a neat, pithy prospectus of the Eager Tours, Union Trust Building, Baltimore. Itineraries and rates are given of trips to Switzerland, Holland, France, Belgium, Italy, Austria, Germany and the Rhine. The booklet is used as a follow-up for advertising in magazines like the *Outlook* and *Literary Digest*.

A REALTY BROKER'S ADVERTISING.

An excellent variation of the advertising usually printed by real estate brokers is found in the short talks on Fifth avenue property that are run several times a week by Albert B. Ashforth, a New York broker, in such newspapers as the *Times*, *Evening Post*, etc. Brokers often publish

property, often priced. His copy is changed each insertion, and the whole campaign, though general in nature, is persistent. Probably several months of such publicity would be required to make a definite impression on the comparatively few readers who can be interested. But after such an impression had been made it would be more or less permanent, and extremely valuable in proportion to its cost. This advertising is placed by the Frank Presbrey agency, New York. As an indication of methods, the excellent tone of the ads, etc., nothing would be likely to give a more connected description than the following specimens of the ads themselves:

NO real-estate in New York city shows such a constant tendency to increased value as 5th Avenue holdings. Not only do these values increase year by year, but month by month.

¶ This office controls the choicest parcels in the market. For investment or a "quick turn" all 5th Avenue property is unequalled.

¶ We would be pleased to furnish complete information to trustees, investors, and speculators.

25-foot 5th Avenue building, near the Claffin and Altman improvements, with wonderful future. For sale at an attractive price, or to lease with improvements for long term of years.

Albert B. Ashforth

Real Estate

4 WEST 33D STREET

simple cards, or print lists of properties on their books. Mr. Ashforth seeks to create confidence in his office, calls attention to his long experience of Fifth avenue properties and the realty on adjoining streets, and emphasizes the solidity of values in that neighborhood. His ads are four-inch single-column, surrounded by a border, and have special position at top of column on the news pages—not among the classified real estate announcements. He takes advantage of all timely matters, such as the shifting of investments around the first of the year, and in addition to general arguments includes in each ad, in smaller type, a brief description of some definite piece of

This is the day of the specialist. Long experience in one line of study brings advantages not possible under general and more haphazard conditions.

We have been acknowledged for many years the best specialist in 5th Avenue realty. And our experience and study enable intending investors to get an unequalled service in buying or selling real estate in the residence and business sections of 5th Avenue and the immediately adjacent thoroughfares.

5th Avenue, below 34th street. A small piece well rented on cancellation clauses; can be bought for less than \$10,000 a front foot. Has great future. Purchaser could occupy and have rent free on increase in value.

Ordinarily any investment in Manhattan real estate is safe. In some localities it is the same as buying a gold mine; in others it means a fair income on good security; occasionally it means tying up money without any earning power.

This office has always made money for the purchaser, and also for the seller, except where circumstances have justified a sacrifice.

25-foot corner business building, between 23d and 34th streets, netting 12 per cent on an equity of \$12,500.

The best available parcels to be sold or leased on 5th Avenue and that Avenue's cross-streets are in our hands.

For residence or business this property has advantages better than any other realty; and long specialization in this class of real estate, enables this office to execute commissions with unequalled facility.

5th Ave., business building, between 23d and 34th, to lease for long term at \$8,500, net.

20-foot Murray Hill dwelling, 38th st., near Park Ave., \$70,000; easy terms,

There is a limit to the extent of 5th Avenue; and this limited extent increases values. An investment in the residence or business sections of the "Avenue" always shows an immediate and steady gain in value.

This office has been concerned in all the more notable transactions of recent years, and it has a list of important offerings at attractive prices, suitable for investors, builders and speculators.

A "Deal" in Fifth Avenue real estate often embraces a transaction in some other part of the city.

Therefore an expert in Fifth Avenue realty must of necessity have expert knowledge of Manhattan real estate generally.

The record of this office in the large and successful transactions it has handled in New York City, is a record of sound judgment and final knowledge of values.

Plunging in real estate is like any other form of gambling; you stand to win a big stake—with most of the chances against you.

Legitimate real estate speculation—conservative speculation may bring smaller profits, but they are surer—and they are profits.

The facilities of this office are at the speculator's disposal, and they include records, experience and accurate knowledge of current market conditions.

We offer several good speculations in the side streets near 5th Avenue.

Real estate records for sixty years show fewer changes in 5th Avenue holdings than in any other section of New York; in every case sales giving enormous profits. And almost similar conditions prevail on the contiguous streets.

This office specializes in "Avenue" Realty, and its services are used by all those who wish investment in the high grade real estate on 5th Avenue and the cross streets immediate to that thoroughfare.

This office specializes in Real Estate on 5th Avenue and the abutting streets.

Most of the largest transactions of recent years have been begun and concluded here; and in every case with a profit to buyer and seller.

The attention of investors and speculators is called to the complete knowledge of 5th Avenue real values now in this office.

This office not only handles 5th Avenue realty, but also has on its books the best available locations on the side streets between Park and Sixth Avenues.

All the larger and better movements in the past have been initiated in our office; and our specialized knowledge is at the service of those wishing to make permanent investment or a quick turn in high class real estate.

REASON WHY.

Kipling says that Adam drew the first picture. As he sat enjoying it, the Devil came along and looked at it critically.

"It's pretty," he said, "It's pretty, but is it Art?"

Do your advertising designs and illustrations — "handsome" or "striking" or "original" or "artistic"—really *advertise* what you have to sell?

Reason Why rules in every department of the Ethridge-Kennedy Company.

Its Art Staff is the most complete and competent in New York.

AND—every design or illustration it turns out embodies a commercial idea that emphasizes the text.

THEN—accompanying this design or illustration is *real* Reason-Why copy.

This copy is produced by the man who recognizes its value in sales-by advertising, and who made a winning fight for it against weak and wasteful general publicity.

Our art work costs mighty little considering its advertising effectiveness. Write to Mr. Ethridge about it.

Reason-Why copy is included in the 10 per cent commission for conducting the campaign where the total commission is not less than \$5,000. Placing is a clerical detail, taken care of by an affiliated agency. Mr. Kennedy's time is reserved for plans and Reason-Why copy.

I can show you how admirably this plan works out. Write to me about your business and its advertising requirements.

JOSEPH GRAY KITCHELL
President

THE ETHRIDGE-KENNEDY
COMPANY,
Hartford Building,
41 Union Square,
New York City.

SPHINX CLUB PROCEEDINGS.

The Sphinx Club held its regular monthly dinner at the Waldorf-Astoria on the evening of March 13, 1906.

In the absence of President Presbrey, Mr. Louis Wiley, of the *New York Times*, occupied the chair.

The first speaker of the evening was Mr. Joseph H. Appel, advertising manager of John Wanamaker's, Philadelphia.

Mr. Appel said:
IS RETAIL ADVERTISING ADVANCING OR DETERIORATING?

In a discussion of this kind one stands between the Bulls and the Bears—between those who boost present-day advertising to the clouds, and those who pull it down and trample it into the mire.

I am neither a booster nor a knocker; neither an optimist nor a pessimist. In the British Museum there are three lungs.

One is that of an Esquimaux—pure white.

Another is that of a coal miner—pure black.

The third is that of a resident of a city—and its color is a sort of slaty-gray.

I believe with Elbert Hubbard that no man is good or bad, but that all men are good and bad—that most of us are a sort of slaty-gray.

I believe advertising is not good or bad, but good and bad (some good in every piece of advertising)—but that much of it is a neutral slaty-gray color—in other words *colorless*.

Colorless advertising has its uses, one of which is to form a background for good advertising.

Genius shines only against a background of commonplace.

Advertising needs background—just as a painting needs background. Few merchants (and few advertisers) realize this. Use white space (as a background) and the merchant will probably say: "You are wasting my money—why don't you print some news in that space." Be conservative in your statements, cautious in the use of large headlines (laying a background for more important news bound to come along sooner or later) and the merchant will ask: "Why don't you whoop it up, like So-and-Sa across the street?"

But study an orator. Those of us who have heard Ingersoll or Beecher or Blaine or Burke Cochran or Bryan—did they talk at the top of their voice? No—they had their moods, their flights, and cadences. They made background for their climaxes.

Study a novelist—Dickens, Thackeray, Balzac, Victor Hugo—are their

books feverish in every line? No! They make background as they go.

I refer to this at the outset because I am going to discuss a few of the evils of present retail store advertising, as well as a few of its good points—and I count one of its greatest evils: extremism.

Newspapers are partly responsible for this evil of extremism.

The times are partly responsible.

The people are partly responsible.

Extremism of the press.

Extremism of advertising.

They go hand in hand with the extremism of the times.

And back of the press, back of advertising, back of the times, are the people.

The people get pretty much what they deserve.

Russia still has a despotic government because the people have not yet shown in deeds that they want another form.

America has a Republican form of government because the people have shown that they want it.

When Commodore Perry was in the harbor of Japan years ago a Jap in the heat of temper struck an officer of one of the ships in the face.

There was danger of international complications. The Japs began to prepare. There was an American boy in Tokio at the time—an interpreter—and the Japs asked him who the official might be that was insulted, and he said that from the description of his uniform he was probably a captain.

"And who is superior to the captain?" they asked, and he replied: "The commodore."

"And who is superior to the commodore?"

"The admiral."

"And who is superior to the admiral?"

"The Secretary of the Navy."

"And who is superior to the Secretary of the Navy?"

"The President of the United States."

"And who is superior to the President of the United States?"

And the boy replied: "The People."

The Japs could not understand this. But it is true to-day—in Japan, in Russia, in Turkey, as well as in the United States, if the people once learn their power.

The people are the Court of Last Resort in everything—advertising included.

Now this extremism of the press—this extremism of advertising—this thirsting after sensationalism is one of the great evils of the day.

Anything for a thrill is the cry—for a newspaper a murder, a Berthe Claihe trial, a visit of a miner like Scotty, a monkey dinner, a Raffles hunt; for advertisers a huge headline, an exaggerated statement of values, trading stamps, the offering of a bait in merchandise.

This extremism—this sensationalism—must not be confused with human interest.

If a store has a splendid legitimate bargain—one that appeals to human interest—it should be given great prominence.

If it has a wonderful exhibition—of pictures, or curios or relics—of something along educational lines that appeals to human interest—it should be heralded far and wide. What is legitimate advertising—good advertising.

Another form of extremism is *exaggeration*.

Many newspapers—and many advertisers—act on the theory that to impress the public they must *overstate*—“make it strong.”

Two large stores to-day head their advertisement with this statement: “The largest store in the world.” One of them at least, must be making an over-statement.

Other stores exaggerate values.

The difficulty here is to determine the standard of value in dry-goods. A gown may be worth \$100 to-day and \$50 to-morrow, and two gowns in two stores are rarely alike.

But the people determine the standard of value—the Court of Last Resort again. The people soon begin to discount the statements of the store that habitually exaggerates in its advertising—and all advertising gets a black eye.

I read an old proverb the other day—

The test of gold—fire.

The test of woman—gold.

The test of man—woman.

The test of general store advertising is—woman—the confidence of the woman-reading public. Back again to the people, you see!

Once advertising loses the confidence of the people it is going down hill.

Is retail store advertising losing this confidence of the people—or is it gaining it?

Is the press losing the confidence of the people?

Once in Philadelphia the gang used to say: “To hell with the newspapers—we don't need them.” Yet the last reform fight was won by the newspapers.

You hear nowadays of people who say: “Oh, that's only advertising.”

There is much retail advertising to-day that is extreme in its statements just as there are many newspapers rabid in their utterances. These are the ulcer spots of the business fabric that must be cut out by the public surgeon's knife.

The extremism of the day is again responsible.

The people clamor for big things and the insurance companies pile up huge surpluses and overstate them:—*Why?* To please the people.

Business of all kinds has taken a somersault in twenty-five years—the pendulum has swung to the extremes—to the danger poles.

Twenty-five years ago most businesses were personal. One man was at the head—and he was known by the people and responsible to the people.

To-day most businesses are impersonal.

First it was the personal head; now it is the corporate head—the impersonal.

It is this loss of *personality* in store-keeping that has much to do with the evils of retail advertising to-day.

John Smith, dry-goods and notions, would not have dared to publish an unfair or exaggerated statement about his goods—when he himself was behind the counter directly responsible.

But John Smith, a corporation, will dare to say almost anything to-day—and who is responsible?

You say all stores make good their statements—yes, when challenged. But how often are they challenged? One store that I know published some years ago a guaranty in its advertising, that its prices were as low or lower than the prices in any other store carrying a similar grade of goods—and the public was invited to bring back the goods and gets its money, if this statement was not true.

“How many people have come back for their money in response to this guarantee? I asked one of the firm.

“Only two in a year,” was the reply.

Do you think that that store was undersold only twice—in these days of price-cutting?

No! But only two people took the trouble to prove to the store that it was undersold.

People do not parade their betrayals to the world when they buy a gold brick; they merely steer clear of the gold brick seller in the future.

It is the silent withdrawal of trade from the store which exaggerates that hurts.

Along these lines of extremism comes another evil of the retail advertising to-day—the bargain flavor.

Nine-tenths of nine-tenths of store advertising to-day is of bargains, real or fanciful.

Yet if the business of most stores is analyzed, the greater volume will be found to be on regular merchandise selling at regular prices.

There are times for bargains—times between the regular seasons—but in season people want to know about new goods and new fashions.

You may say regular business comes anyway, but it comes in largest volume to that store which carries the most complete lines of regular stocks, and gives the public the best information about them.

Good advertising is merely giving proper information to the public about the goods that a store has to sell—information that will enable the public to buy intelligently.

Advertising is the voice of the store. It must answer as well as anticipate questions—but its statements must be truthful.

Safety in everything lies in proper balance.

Moderation is strength.

The golden mean is power.

I am well aware of the fact that I am talking to New Yorkers to-night; and lest you may think I (a Philadelphian) do not understand the strenuousness of New York, let me read to you the following, clipped from a newspaper. It was probably an extremist newspaper—but I will quote it for what it is worth:

In New York—Every forty seconds an emigrant arrives.

Every three minutes some one is arrested.

Every six minutes a child is born.

Every seven minutes there is a funeral.

Every thirteen minutes a pair get married.

Every forty-two minutes a new business firm starts up.

Every forty-eight minutes a building catches fire.

Every forty-eight minutes a ship leaves the harbor.

Every fifty-one minutes a new building is erected.

Every fifty-two seconds a passenger train arrives from some point outside the city limits.

Every one and three-quarter hours some one is killed by accident.

Every seven hours some one fails in business.

Every eight hours an attempt to kill some one is made.

Every eight and one-half hours some pair is divorced.

Every ten hours some one commits suicide.

Every two days some one is murdered.

I have purposely not touched on patent medicine advertising, on fake mining advertising, and other advertising of the same ilk—but allow me to say this: the blackest retail store advertising ever published is as white as snow alongside of such publicity.

And I am not sure that the advertisers or publishers are wholly to blame for the existence of this breed of pernicious advertising (patent medicines et al.). I think that part of the responsibility falls again on the people.

The people support it. It must pay or it could not endure.

I asked the publisher of a large newspaper the other day how much he would lose were he to cut out all patent medicine, fake and investment advertising, etc.

"\$125,000 a year," he replied.

Think of it! \$125,000 a year in one newspaper.

Why do the advertisers expend such an amount of money in one newspaper?

Because it pays.

Why do the newspapers print such advertising (while admitting all the time it is not desirable copy)?

Because it pays.

Why does it pay?

Because the people support such advertising.

And there you are again back to the people.

Store advertising does not need to be smoked out by a Lawson or a Hughes, nor do many newspapers need the fumigation of a Hapgood or a Jerome—but I will tell you what they do need: they need a keg of gunpowder.

You recall what the Irishman said when his brother was flying through the air in pieces, after a blast: "Well, Pat can now start fresh again in another place."

It is a good thing to blow ourselves up once in a while—before someone else blows us up.

In the Wanamaker store we do this frequently. Tear the advertising all to pieces. Get a new focus on things. Get rid of the evils and start afresh.

If newspapers and advertising should be blown up to-night so that publication would have to cease for a day, we could get rid of the bonds that bind us, of the ties that hold us fast, and start afresh. Then we could wipe out extremism, wipe out sensationalism, wipe out exaggeration, wipe out hypocrisy, wipe out the conspicuous waste of money that all these evils lead to.

The country is suffering from over-reading,—not from over-thinking, but from over-reading.

Herndon, Lincoln's law partner, said: "Abe probably read less and thought more than any man in America."

To-day the average American reads more and thinks less than in any stage of America's history.

We turn to books and magazines as a toper turns to his cup.

Look at the people on your way down-town to-morrow—drinking in their newspapers as they would drain a convivial cup—at a gulp—swallowing whole—lies, scandal, advertising—all in one swallow.

We are printing too much and advertising too much these days. We are overfeeding the public.

Lest you may think I am inconsistent in saying this, coming as I do from Wanamaker's, let me say parenthetically, that in proportion to the business done—in proportion to the business done, mind you, John Wanamaker is the smallest large-store advertiser in Philadelphia.

Less advertising and better advertising is what is needed.

More moderation—and less exaggeration is needed.

A better balance in living is needed. The power that swings the pendulum to the extremes is the prosperity of business.

Advertising is riding the wave. Almost every sort of advertising brings some return.

But once we get down to hard-pan—once dull times come—it will be the survival of the fittest; and wasteful advertising, which is only another name for exaggerated, sensational and un-

truthful advertising—will burst like a bubble.

When the country is prosperous the people wear smoked glasses.

When the country is passing through a financial crisis, the people go shopping with microscope in hand.

And now you probably think I am a pessimist. But I entered a disclaimer when I began to talk.

There is a bright page—a glorious page—being written in retail store advertising to-day—and no man can gainsay it.

But that page is open so that every one may read, and there is little benefit in discussing or exploiting the obvious. A man's usefulness is gone when he begins to pat himself on the back, and point back to his record. The thing that most intimately concerns all who contribute to the billion dollars spent annually for advertising is this—what are the evils?—where are the ulcerous spots?—how are we wasting our money in advertising? And of this waste I have endeavored to speak to-night.

Store advertising is unquestionably growing better. With all its faults it is accomplishing results little dreamed of twenty-five years ago. We need only to point to the great stores of to-day to demonstrate this truth—to the stores that never could have attained such titanic proportions without advertising.

Store advertising is growing better in the imparting of information about goods.

It is growing better in the matter of educating the people.

It is growing better in making the public keener in shopping.

It is growing better in exploiting store principles and methods.

It is teaching people how to live better, without a greater outlay of money.

It is teaching people what to eat, how to dress, how to improve their homes.

It is teaching luxury without extravagance; economy without frugality.

Gladstone said the advertising pages of the American magazines were their most interesting part.

I really believe that the store advertisements in the newspaper are read by more people than any other section of the paper.

I believe store advertising is one of the greatest educational forces of the day.

But I think we should all paste up over our desks, this prescription:

Be truthful.

Be moderate in statement,

Avoid extremes.

Mr. R. B. Peck, advertising manager, Simpson-Crawford Co.:

WHAT ADVERTISING HAS DONE TO DEVELOP THE MODERN DEPARTMENT STORE.

I might paraphrase a well-known advertisement by saying, "Advertising, that's all," and give you the genesis of

department store development. If I grow tiresome, just talk it over with the man who is working to supply 410 editors of suburban papers.

About twelve years ago an old uncle of mine said, "My boy, you'd better get out of this department store work. They spend so much for newspaper advertising that they will all bust up." If he were alive to-day, and could know that about every department store that was in existence twelve years ago has practically doubled its business, and has brought about this wonderful increase by the very means which he predicted would "bust them up," no doubt he would be very much amazed.

While advertising has been the main factor in developing the department stores of to-day, yet, behind the publicity there must be the shrewd, level-headed merchant, who is capable of meeting the requirements of expansion in a way that will hold the clientele of to-morrow as well as that of to-day—a merchant who can furnish the ammunition for the far-reaching guns of publicity.

Without these essential attributes, the best advertising man in the business would be like a ship in a storm without a rudder.

The department store in its embryonic stage had no fixed policy of advertising, no fixed sale of features that calls for wide and liberal publicity.

They announced, as they do to this day in London, the arrival of new merchandise, the opening of new seasons, etc.

When I say department stores of years ago, I mean dry-goods stores, because there were no department stores such as there are to-day. The original department stores had their beginning on a legitimate dry-goods basis, and gradually added other departments, as money-making possibilities were suggested. Nowadays, owing to the power of newspaper publicity and past experience, it is almost possible to create a modern department store over night. When department stores first began to advertise, newspapers had comparatively a small circulation, but as the necessity for newspaper advertising increased, the revenues of the newspapers increased, and as the merchant put his money into advertising, the newspapers put theirs into circulation and improvements, and to-day the success and value of a newspaper depends, just as much on how well it pays its advertisers as it does on the character of its news. Therefore, I do not think it would be out of place to say that the newspaper has made the modern department store possible, and the department store has made the modern newspaper, and neither could very well get along without the other.

In these great cosmopolitan cities where the large department store

thrives best, there are thousands upon thousands whose tastes differ as widely as the different phases of advertising—people who must be appealed to in different ways—methods in keeping with their wants and social standing.

The advertisement must be in keeping with the merchandise, the store and the clientele.

Each store by some indefinable policy attracts a patronage indigenous to that store alone, and it has been pretty well demonstrated that where pronounced styles of advertising are used, another store would starve to death by adopting the style of advertising that was indispensable to another store. To illustrate, Wanamaker could not substitute Altman's style of advertising for their present mode of publicity, no more than Siegel-Cooper could exist on the style used by McCreary. I say this with due respect to the creators of the advertising of the stores mentioned, for each style of advertising is a part of each store's policy.

There are two distinct styles of advertising employed by the average department store—the accumulative and the direct style. The accumulative style is employed mostly for the purpose of store policy talk and announcements that do not call for any immediate response. There are a few stores who employ this style of advertising to a large extent, but its use has been growing less every year. The direct style of advertising is the real business getter, the rapid fire guns of department store publicity. This style of advertising offers specific articles at a certain time at a specific price, and is the style used almost exclusively by the large stores of to-day.

While the employment of the direct style of advertising is one of the main factors in department store development, there is another factor that is far more essential, and that is enterprise. This enterprise is not centered in any one individual, but is exercised by every individual connected with a department store, and I want to say to you that there is not a business in America where there is so much real interest, enterprise and enthusiasm shown by everybody from the salespeople up, as there is in these great department stores.

Geography and weather conditions have much to do with store advertising and development. Certain wants of certain localities are so well defined that the stores operate in cycles, annual sales, semi-annual sales, sales for each month in the year with marked regularity, and several stores inaugurate these sales simultaneously. Some would think that so many sales occurring at the same time on the same articles would affect or shorten the sales of individual stores, but the reverse is

true. Another thing that is instrumental in the development of department stores, and has an emphasis bearing on the direct returns of advertising, is, that in every city but New York (and it is so in New York to a great degree) stores have the faculty of clustering around what is known as the "shopping district," and the combined effect of all the department store advertising serves to draw multitudes to this district every day.

Judging from the current advertising, one outside of the inside of department stores would think that the advertising was carried on in a haphazard manner.

This is a false impression, and to use a hackneyed expression, "There is method in their madness."

There is a reason for every line published. Every department must earn the advertising they receive. There is no borrowing on the future—nothing coming on past records. It's "show me" policy all the way through. "Earn what you get, and get what you earn." This is a rule which has limited the flexible features of advertising. Each department must come within a fixed percentage twice yearly. Of course, I do not know whether this is the rule in all stores, but I am of the opinion that it is.

Through advertising, department stores have multiplied wants until the lines of merchandise have acquired a diversity many times greater than during the early days. Scores of articles in daily use among all classes of society have acquired their vogue simply through the use of newspaper ink. The constant reminders of department store advertisements are like the dropping of water that wears away a stone. Then, too, people are led by newspaper advertising to discard articles of apparel that are still capable of service. Styles shift with greater rapidity than in the early days, because the masses have become better informed.

Since the advent of the department store advertisement, there has grown up an army of shoppers who literally go gunning for bargains. They seldom fail to bring down their quarry. The thrifty housewife has grown Argus-eyed, and seldom lets a good thing escape.

Overstocks, the bug-bear of the store, is no longer the forerunner of bankruptcy. A few powerful advertisements delivered straight from the shoulder scatters the ignoble pile, and enables the store to clean up and start over again.

The department store owes its bright inviting appearance to the newness of everything offered for sale. Without advertising stocks would grow stale. The public receives its merchandising education through advertising, learns of the new things, the new styles. The

advertisement is the seed that once sown, grows into passionate yearning that cannot be suppressed until hard-earned dollars are paid over the counter of some department store.

Mr. Walter Hammitt, advertising manager, Frederick Loeser & Co., Brooklyn, N. Y.:

Mr. Peck has told us clearly and forcibly what advertising has done for the department store. We all know that there is perhaps no feature of American life and business enterprise which so fully demonstrates the tremendous power of advertising. There is no other branch of business where the value of advertising may be so speedily judged; where the returns are so immediate; where the advertiser may so soon determine how effectively his advertising appropriation is being used.

Good advertising has always paid the department store. As a matter of fact, bad advertising has paid it too. Merchants have been quick to realize the mighty power of this force and to decide that they wanted more of it.

A few years ago, a page advertisement in a newspaper was an extraordinary thing. The advertisements were prepared by clerks in the store or by the merchant himself. They were often ungrammatical, lacking in force, badly set up. But, nevertheless, they produced results and the stores grew and the merchants decided that they wanted more advertising. To-day many stores in this country issue a full page of store news daily—often using their entire advertisement in several newspapers.

To-day it may be laid down as a fact almost without exception, I believe, that the stores doing the largest advertising also do the largest business.

It is this great growth of department stores, then, it seems to me, added to the fact that remarkable results have followed even the most mediocre advertising that have placed the average department store advertising man in a curious position.

My small experience in advertising work has been confined entirely to department store publicity, and I have learned that whatever there may be in other branches of advertising, there is in this field enough to engage the best brains, observation and study of any man—that the department store advertiser who means to squeeze the orange of publicity dry needs to be a close student of human nature; a man of unflagging activity; a man with a large technical knowledge to which each day's work should add something; a man with an open mind ready to see the good points in a new idea and to make the most of them.

The advertising manager of the department store of to-day has a big problem in front of him. He spends anywhere from \$50,000 to half a mil-

lion a year. He ought to get the best results out of every dollar—not only results, but the best results. Does he do it? Perhaps, once in a while, there is a man who does, but I am afraid it is not often. Too often the position of advertising man is an anomaly; that of a sort of literary clerk whose chief business is to write; not what he believes will sell goods, but what he thinks will suit the taste of his employer.

Admittedly the cleverest advertisers personally are the ones whose advertising departments are run on the broadest lines. In these advertising departments the advertising manager is the head of a staff of people much as the city editor of a newspaper has at his command a force of reporters. The store is treated by the advertising man much as the city editor "covers" a city. The assistants are sent out to the various departments to gather the news of the day, to work up special "features" planned by the advertising man or the head of the business, and the daily advertisement is prepared as a page of store news—each item carefully edited by the man in charge; first to see that it is worth printing, next that it is absolutely accurate, and next that the story is told as interestingly and straightforwardly as possible.

Now, what sort of a man should the successful advertising man of a department store be? What are his necessary qualifications?

It seems to me that he should be all that a good newspaper man is—and more. He should have the newspaper man's "nose for news." He should be able to see the point of a story—a merchandise story—to see it from the standpoint of the public and not the merchant. They are very different standpoints sometimes. He should be able to tell his story clearly, tersely, forcefully, in simple, direct English. If he knows anything about "fine writing," the further he gets away from it the better.

Of course, he must know about mediums—all about them—and if there is a man who really does know that, I should like to meet him. But the good advertising man ought to know it. He ought to be able to discount circulation statements to within speaking distance of the true figures. He ought to judge wisely of the quality of any medium's circulation as well as of its quantity. He ought to consult Rowell's American Newspaper Directory constantly. Another tool of his trade is a thorough knowledge of type and their manipulation so as to produce forceful and catching advertisements without running up the space bills which his employer grumbles over.

To know his public and his merchandise, to have a share in the directing

of the policy of his store, and to be close in the councils of his chiefs.

Mr. Charles W. Halsey, of Rogers, Peet & Co.:

THE VALUE OF ILLUSTRATION IN ADVERTISING.

The first value and to my mind the most important function of illustration in advertising, lies in arresting the attention of the reader.

One day there came into our office a letter from North Carolina, a letter from a seeker after truth. He wrote: "Gentlemen, will you please describe in detail the proper costume for a groom in the morning." The livery department got enthusiastic right away. Wrote the Colonel a nice long letter—they began at the top with a silk hat, passed down through the neckwear to a body-coat of green or blue with shining silver buttons; they touched lightly on legs encased in tight-fitting white breeches, and wound up in a blaze of glory with patent leather top-boots. Incidentally an illustration was enclosed. By return mail came the Colonel's reply. "Dear Friends: Thank you very much for your kind letter; but we are just plain folks down here and I wish you could suggest something simpler. Judging from the picture you send, the boys wouldn't take kindly to my wearing New York styles at my wedding."

The illustration was what did the business. It arrested his attention before it was too late.

That's what we are all after in our advertising. We must arrest the attention of the casual reader before he gets beyond hope by turning over the page, because in spite of all we have dinned into us by eloquent solicitors about the valued publications that are sure to be taken home and kept on the marble-topped table in the front parlor, the fact remains that the vast majority of readers must fall in love at first sight, if at all.

The aesthetic few may be attracted by a well designed border or an unusual type-face. But what does the "man-in-the-street" know or care about type-faces or Art Nouveau borders?

A picture, that's the first appeal made to budding intelligence. The first human writings were pictures; the first books you ever saw were picture books. After the picture books you had more picture books, with a few lines of big print added. That's how you learned to read; and that's how we teach our friends, the public, to read our advertisements. You must get your audience or your argument is wasted.

The fact that we retailers must spend the bulk of our appropriations in the daily papers, bars most of the beautiful illustrations with which you gentlemen have saved the artistic as well as the commercial side of so many magazines. Most newspaper pictures which attempt to suggest purchase by illustration of

the beauties of merchandise are rank and hopeless failures. Some of us believe that so strongly that we never try to illustrate the beauties of our goods, and some—because they find that one virtue impossible—put all illustration beyond their pale. If, like my friends here, they can use space so big that its very size compels attention, they're lucky; they have that much less to worry them. But for us little fellows, who drop in with our 70 or 100 lines a day, for us illustrations are salvation.

The pictures that catch the eye, that arrest the attention, make a most effective protest against the monopoly of space—a sort of still, small voice crying in the wilderness of department store full pages.

Mr. S. J. Bloomingdale, of Bloomingdale Brothers:

The subject discussed this evening, and so interestingly and so scholarly exploited, has been advertising in connection with dry-goods stores, and as I am connected with a house that does considerable retail advertising, I might be expected to say something concerning the subject of the evening.

A few years ago, I attended a dinner of this club, at which the subject of imagination and business was wonderfully well handled, and that evening has left a profound effect on me.

I have learned to know that what the imagination seizes in advertising should be truth. John Keats' definition of beauty, with little transposition, can be made to answer the definition for advertising—that is, "Beauty is truth, truth beauty. That is all you know on earth and all ye need to know." That advertising should be the truth and that only the truth should be so advertised, that is all you know and that is all you need to know. It may not be quite all, but it is true, deeply true, and we all have deep need to know it. The rest is but the clothing with which the advertising is dressed, which changes by season, fashions and conditions. The rock on which all advertising is built is truth.

Mr. Isidore Saks, of Messrs. Saks & Company:

I think the advertising men have convinced you what really great men they are. They have been at me for thirty-five years now, and I have only just discovered how large they are and how very small are the firms that employ them. I never became a grammarian until I came to New York. I could read our advertisements and my school days were thrown away. I was assured that every longshoreman could understand what our advertising man wrote. I said, I must be a chump, because I don't. My experience of a great many years has taught me that the size of an ad has nothing to do with its im-

pressiveness. Mr. Conné, my partner, suggested that I take hold of the advertising and see if I could do better with it than he had done. I didn't know anything about advertising, you see, so I have gone from bad to worse. I hear a great deal about circulation. Some newspapers have it, some have not. I am a little surprised that Mr. Wiley sits here and presides at a meeting of advertising men, because I am convinced that some of the newspapers do not get out onto the street. I am not totally convinced, but I am getting into a state where it seems to be a rarity to see some newspapers.

I attended a dinner given in honor of my partner, Mr. Philip Conné. He had been a life long advertising man. I could tell that because his friends around the festive board had each chipped in ten dollars for the privilege of dining with him. The first man to leave the banquet was Mr. Herman Ridder, of the *Staats-Zeitung*. I said to Mr. Conné, "It's very evident you don't advertise much in the German papers." He said, "I don't."

I understand that Mr. Wiley went into Macy's a short time ago, walked up to the toilet counter, and said to the young lady "I want a good preparation for making the hair grow." He got it, or thought he did. He came back in about a week's time and said to the same young lady, "What was that hair tonic you sold me, miss? I've got a big lump on my head." She smiled sweetly and said, "I'm so sorry. I must have sold you a bust developer instead of a bottle of hair restorative."

Mr. Phillip A. Conné, of Messrs. Saks & Co.:

We have an inviolable rule in our firm that the shooting off of the firecrackers must be confined to one member of the firm.

When I was in charge of the advertising department of Saks & Co., my partners used to spend a good part of each day there and used to try to make me believe that the advertising didn't amount to much—that, in fact, it ought to be cut out. Now they are equally busy trying to convince me that the merchandise department is a tax on the business and that it, too, ought to be cut out. They have nearly convinced me of the justice of their stand in the matter. The advertising department is now in charge of Mr. Isidore Saks, who has the great advantage of not having mingled too much with you advertising and newspaper men and who, perhaps, can bring to his work an unbiased, unprejudiced focus.

Mr. George H. Perry, advertising manager of Siegel-Cooper Co.:

I think every phase of department store advertising has been touched upon this evening. I have at least found out how little I really know about it.

It has been proven to our complete satisfaction, I think, that the department store advertising manager is *rr*—the whole thing. I don't think that is true. Personally, I don't think that the advertising manager of any store is the high and mighty personage that he is cracked up to be. True it is, that he is a most important factor in the success of the store, but what about "the man behind the gun?" From whom does he draw his inspiration—his support? From the buyers, of course. If they did not get out and hustle and bring in the merchandise and the bargains, where would he get the material for his advertisements. The closer you stick to the buyers and the better you pull with them, the better it will be for you and for the house.

The advertising man is only one cog in the wheel of the great department store. The buyer has not been properly represented and has not received the credit that is due him for what he has achieved.

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate, 35c. flat. Why not let us run your ad in the

Lincoln Freie Presse
LINCOLN, NEB.

You must consider circulation always.
In Iowa

The Des Moines Capital

has the largest circulation, both city and country, of any Iowa newspaper. The city circulation is unusually strong, in fact the city of Des Moines belongs to the CAPITAL. The nearest competitor in the city has 45 per cent less city circulation. The CAPITAL's immense circulation has reacted of course on its advertising, and for a year and a half the CAPITAL has published more advertising in six issues a week, of all kinds, than any competitor in seven issues a week. The CAPITAL is absolutely necessary to cover Des Moines, and for any advertiser to make the most money it should be used exclusively. Outside of Des Moines there is no duplication among the Des Moines newspapers.

The advertising rate is 5 cents a line.

EASTERN OFFICES:

CHICAGO, NEW YORK,
87 Washington St. 166 World Building.
LAFAYETTE YOUNG, Publisher.

A DAILY STREET-CAR CARD.

Wanamaker's New York store has just begun the use of street cars in Manhattan in a way that sets new standards for this prosperous medium. Under contract with the firms that control publicity in the Subway, elevated and surface cars, a daily change of cards is effected, so that the card a woman sees in riding downtown contains an offering, fully priced and described, of something on sale in the store that very day. This new form of service is more than novel. To the street-car advertising people it may mean a revolution.

"We had it in mind as long as six years ago," said Mr. Hotchkin, advertising manager of Wanamaker's New York establishment. "The New York street-car advertising men approached us then, and we told them that until a daily service of store news could be obtained we did not want to use the cars. Our requirements were then laughed at, and it is only fair to the street-car men to say that they were then almost impracticable, as the system of changing cards would not have stood such a test. But in six years the facilities by which cards are changed in the New York cars have been greatly improved, and now we have a contract for daily service.

"A new crew of men has been broken in by the street-car people to handle these daily cards, and they will be run on a schedule as exact as that of a newspaper. At three o'clock every afternoon the copy will be written for next day's card. By nine p. m. the cards, about 5,100 for the lines on Manhattan, will be ready, and by six o'clock in the morning the card for that day will be in every surface car. On the elevated and Subway lines the change will be made between six and nine a. m. Copy consists of a paragraph with a single offering. We shall ex-

periment to see what pulls best. A car card has room for fifty words of description. Every card will carry some sort of price, for the object of the daily service is to get fresh store news before the people in a new place. The cards are printed in two colors, red and blue, and each day's announcement bears a date line in red, so that it is a sort of calendar for the day. The routes covered go north as far as White Plains. No attempt has been made to cover Brooklyn.

"We think there are many people, and good people too, who don't read newspaper advertising. But they have to ride in the cars, and will read the cards, and besides, this medium is new and surprising, so that it is bound to attract wide attention as a novelty for some time to come. We don't look for very large results the first three months, as it will need time for people to get accustomed to looking for store news in street cars. We have the last word, of course, with all women coming downtown to shop, and some of our buyers believe that the novelty will be better than the addition of several newspapers, just because it is new. The cost of this service represents just about what it would cost us to go into another leader among the New York dailies in a big way."

Such a service is perhaps more suited to the Wanamaker store than to any other departmental establishment in New York, for no other store is on so many car lines. The chief consideration that has led to the building of the great new structure opposite Cooper Union, despite the general uptown trend of retail trade, has been the locality's position as a traffic center. No other point on Manhattan island can be reached by so many city, Brooklyn and suburban lines, surface and elevated. For two weeks before the first daily car card appeared the cars carried preliminary announcements of the feature.

A Roll of Honor

(FOURTH YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$21.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

Publications which have sought and obtained the Guarantee Star have the privilege of using the star emblem in their advertisements in the Roll of Honor at the regular rates of twenty cents a line. The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham, Ledger, *dy.* Average for 1905, 22,069. Best advertising medium in Alabama.

ARIZONA.

Phoenix, Republican, *Daily* *aver.* 1905, 6,581. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith, Times, *dy.* *Act. av.* 1905, 3,781. *Actual aver.* for Oct., Nov. and Dec., 1905, 5,965.

CALIFORNIA.

Fresno, Evening Democrat, *Average* 1905, 4,948. Williams & Lawrence, N. Y. & Chicago.

Mountain View, Signs of the Times, *Actual weekly average* for 1905, 22,550.

Oakland, Herald, *Average* 1905, 10,260. Only Pacific Coast daily circulation guaranteed by Rowell's American Newspaper Directory.

Oakland, Tribune, *evening.* *Average* for 12 months ending December 24, 1905, daily 13,481.

The Billboard, America's Leading Theatrical Weekly, San Francisco office, 37 Phelan, 806 Market St. Ruben Cohen, Mgr.

San Francisco, Call, *dy* and *S'y.* J. D. Spreckels, *Actual daily average* for year ending Dec. 1905, 62,941; *Sunday*, 88,815.

San Francisco, Sunset Magazine, monthly, literary, two hundred and eight pages, 525. Circulation: 1904, 48,918; 11 months 1905, 59,545. Home Offices, 431 California Street.

San Jose, Morning Mercury and Evening Herld *Average* 1905, 10,824.

COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay, *Actual aver.* for 1904, 10,926; for 1905, 11,688.

Denver, Post, *daily.* Post Printing and Publishing Co. *Aver.* for 1905, 44,320; *Sy.* 60,104. *Average* for Feb. 1905, *dy.* 50,152; *Sy.* 67,884.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Ansonia, Sentinel, *dy.* *Aver.* for 1905, 5,022. E. Katz, Spec. Agt., N. Y.

Bridgeport, Evening Post, *Evening* *daily* *av.* 1905, 11,025. E. Katz, Spec. Agt., N. Y.

Bridgeport, Telegram-Union, *Evening* *daily* *av.* 1905, 10,171. E. Katz, Spec. Agt., N. Y.

Meriden, Journal, *evening.* *Actual average* for 1905, 7,557.

Meriden, Morning Record and Republican, *Daily average* for 1905, 7,578.

New Haven, Evening Register, *daily.* *Actual av.* for 1905, 13,711; *Sunday*, 11,311.

New Haven, Palladium, *dy.* *Aver.* 1904, 7,857; 1905, 8,656. E. Katz, Sp. Agt., N. Y.

New Haven, Union, *Average* 1905, 16,209. Dec., 1905, 16,388. E. Katz, Spec. Agt., N. Y.

New London, Day, *ev'g.* *Aver.* 1905, 6,109. E. Katz, Spec. Agt., N. Y.

Norwalk, Evening Hour, *Daily average* year ending Dec. 1904, 3,217. April circ., as certified by Ass'n Am. Advrs. all returns deducted, 2,869.

Norwich, Bulletin, *morning.* *Average* for 1904, 5,550; 1905, 5,920; Dec., 6,122.

Waterbury, Republican, *dy.* *Aver.* for 1905, 5,618. La Coste & Maxwell Spec. Agents, N. Y.

DELAWARE.

Wilmington, Every Evening, *Average* guaranteed circulation for 1904, 11,460.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1905. \$5.550 (©).

FLORIDA.

Jacksonville. Metropolis, dy. Av. 1904, 8.760. Average 1905, 8.950. E. Katz, Sp. Agent, N. Y.

GEORGIA.

Atlanta. Constitution. Daily average 1905, 28,590; Sunday, 48,751.

Atlanta. Journal, dy. Av. 1905, 46,038. Sunday 47,998. Semi-weekly 56,751.

Atlanta. News. Actual daily average 1905, 21,402. S. C. Beckwith. Sp. Ag., N. Y. & Chi.

Augusta. Chronicle. Only morning paper. 1905 average, 6,048.

Nashville. Herald. Average for March, April and May, 1,575. Richest county in So. Georgia.

ILLINOIS.

Calno. Citizen. Daily Average 1905, 1,052. weekly, 1904, 1,127.

Champaign. News. Oct. and Nov., 1905, no issue of daily less than 5,010; d'y and w'kly, 6,200.

Chicago. Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1905, 4,100 (©).

Chicago. Breeders' Gazette, weekly, \$2.00. Average circulation 1905, to Dec. 31st, 66,605.

Chicago. Examiner. Average for 1905, 144,806 copies daily; 90% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by Association of American Advertisers. Smith & Thompson, Representatives.


Chicago. Farmers' Voice and National Rural. Actual aver., 1905, 50,700. Jan., 1906, 42,460.

Chicago. Gregg Writer. Monthly. Shorthand and Typewriting. Actual average 1904, 15,750.

Chicago. Inland Printer. Actual average circulation for 1905, 15,866 (©).

Chicago. Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 30, 1905, showed 85,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the postoffices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the postoffices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

Chicago. Record-Herald. Average 1904, daily 145,761. Sunday 199,400. Average 1905, daily 146,456. Sunday 204,559.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago. Svenska Nyheter, weekly. Sworn average December, 1905, 21,775.

Chicago. System. Monthly. The System Co., pub. Eastern office: Madison Ave., N. Y. Average for year ending, March, 1906, 50,556. Current average in excess of 60,000.

The Billboard. America's Leading Theatrical Weekly. Chicago office, 87 South Clark St., suite 61. Phone Central 5934. W. A. Patrick, Mgr.

Kewanee. Star-Courier. Actual average circulation, 1905, daily, 3,297. weekly, 1,298.

Peoria. Evening Journal, daily and Sunday. Sworn daily average for 1905, 13,875.

Peoria. Star, evenings and Sunday morning. Actual average for 1905, d'y 21,042. S'y 9,674.

INDIANA.

Evansville. Journal-News. Av. for 1905, 14,040. Sundays over 15,000. E. Katz, S. A., N. Y.

Muncie. Star. Average 1905 daily, 27,500. Sunday 16,908.

Noire Dame. The Ave Maria, Catholic weekly. Actual net average for 1905, 24,690.

Richmond. Sun-Telegram. Sworn av. 1905, dy. 5,744.

South Bend. Tribune. Sworn daily average, 1905, 7,205. Sworn aver. for Feb., '06, 7,662.

IOWA.

Clinton. Advertiser. Average Dec. 1905, 11,255. City Circulation, 3,048, which is double that of any other paper.

Davenport. Times. Daily aver. Feb., 11,781. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines. Capital, daily. Lafayette Young, publisher. Actual average sold 1905, 39,178. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 315 issues than any competitor in 365 issues. The rate nine cents a line.

Keokuk. Gaze City, Daily av. 1904, 3,145; 1905, 3,406.

Muscatine. Journal. Daily av. 1905, 5,582. Semi-weekly 5,095.

Sioux City. Journal, daily. Average for 1905, 24,961. Av. for Feb., 1906, 26,702. Prints most news and most foreign and local advertising. Read in 30 per cent of the homes in city.

Sioux City. Tribune. Evening. Net sworn daily, average 1905, 24,387; Feb., 1906, 26,426. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson. News. Daily 1905, 3,485. E. Katz, Special Agent, N. Y.

KENTUCKY.

Harrodsburg. Democrat. Put it on your 1906 list; 3c. per 1,000; Ad. Proven av. city, 3,582.

Lexington. Leader. Ar. '05, avg. 4,694. Sun. 6,165. E. Katz, Spec. Agt.

Louisville. Times. Daily average year ending June 30, 1905, 56,025 (©). Beckwith Agency, Rep.

Paducah. Journal of Labor, wkly.—Accepts only the best class of advertising and brings results from the best class of wage-workers.

LOUISIANA.

New Orleans. Item, official journal of the city. Av. cir. first eight months 1905, 22,095.

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for 1905, 1,269,572.

Augusta. Kennebec Journal, dy. and wy. Average daily, 1905, 6,986. weekly, 2,090.

Bangor. Commercial. Average for 1906, daily 9,453. weekly 29,117.

Dover. Piscataquis Observer. Actual weekly average 1905, 2,019.

Lewiston. Evening Journal, daily. Aver. for 1905, 7,598 (©). weekly 17,448 (©).


Phillips. Maine Woods and Woodman, weekly. J. W. Brackett Co. Average for 1905, 8,077.

Portland. Evening Express. Average for 1905, daily 12,005. Sunday Telegram, 8,428.

MARYLAND.

Baltimore. American, dy. Av. 12 mo. to Jan. 31, '06, 64,187. Sun., 59,942. No return privilege.


Baltimore. News, daily. Evening News Publishing Company. Average 1905, 60,678. For February, 1906, 64,809.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston. Evening Transcript (©©). Boston's tea table paper. Largest amount of week day adv.

Boston Globe. Average 1905, daily, 192,584. Sunday, 289,645. "Largest Circulation Daily of any two cent paper in the United States, 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

 The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston Post. Average for Feb., 1906, Boston Daily Post, 250,129; Boston Sunday Post, 251,261. Daily gain over February, 1905, 12,522; Sunday gain over February, 1905, 46,150. Flat rates, r. o. p. daily, 30 cents; Sunday, 18 cents. The Great Breakfast Table Paper of New England.

Fall River News. Largest circ'n. Daily av. '05 6,668; '06 Robt. Tomes, Rep., 116 Nassau St., N. Y.

Springfield. Farm and Home. National Agricultural semi-monthly. Total paid circulation, 872,564. Distributed at 59,164 postoffices. Eastern and Western editions. All advertisements guaranteed.

Springfield. Good Housekeeping, mo. Average 1905, 206,088. No issue less than 200,000. All advertisements guaranteed.

Springfield. New England Homestead. Only important agricultural weekly in New England. Paid circulation, 40,000. Reaches every post office in Mass., R. I. and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

Worcester. Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester. L'Opinion Publique, daily (© ©). Paid average for 1905, 4,252.

MICHIGAN.

Adrian. Telegram. Dy. av. last three months, 1905, 5,171. Payne & Youngs, Specials.

Grand Rapids. Herald. Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 106,000) and Western Michigan (pop. 750,000).

Grand Rapids. Evening Press av. Average 1905, 46,456. Covers Western Michigan.

Jackson. Morning Patriot, average February 1905, 5,565; Sunday, 5,985; weekly, 2,818.

Kalamazoo. Evening Telegraph. Last 6 mos. 1905, dy. 10,459. Dec., 10,931, s. w. 9,969.

Saginaw. Courier-Herald, daily, Sunday. Average 1905, 12,204; February, 1906, 18,865.


Saginaw. Evening News, daily. Average for 1905, 16,710. February, 1906, 18,854.

Sault Ste. Marie. Evening News, daily. Average, 1904, 4,212. Only daily in the two Soos.

MINNESOTA.


Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1905, 46,428.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; first three months 1905, 96,753.

 The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Svenska Amerikanska Posten, Swan J. Turnblad, pub. 1905, 51,512.


Minneapolis. Journal, Daily and Sunday. In 1905 average daily circulation 67,588. Daily average circulation for first two months 1906, 68,840. Average Sunday circulation, February, 1906, 68,857.

 The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the last six months of 1905, was 79,928. The daily Tribune average per issue for the last six months of 1905, was 103,096.

CIRCULATION. The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds \$3,000 daily. The paper Birge-Tribune is the recognized Want Ad paper of Minneapolis.

St. Paul. Pioneer Press. Net average circulation for January-July 1905, 52,802. Sunday 32,487.

 The absolute accuracy of the Pioneer Press circulation statement is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

St. Paul. The Farmer, s.-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,625.

St. Paul. Dispatch. Average net sold for year 1905, 60,568 daily.

St. Paul. Volkszeitung. Actual average 1905, dy. 14,221. w. 27,870. Sonntagsblatt 27,880.

MISSISSIPPI.

Hattiesburg. Progress, ev'g. Av. dy. circ., y'r end'g Jan., 1906, 2,175. Pop. 14,000, and growing.

MISSOURI.

Kansas City. Journal, d'y and w'y. Average for 1905, daily 65,446, weekly 205,001.

Joplin. Globe, daily. Average 1905, 13,294. Dec., '05, 14,085. E. Katz, Special Agent, N. Y.

St. Joseph. News and Press. Circulation 1905, 55,158. Smith & Thompson, East. Rep.


St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1905, 8,041 (© ©). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1902, 68,583; average for 1903, 106,625; average for 1904, 104,750.

MONTANA.

Butte. Inter-Mountain. Sworn average daily circ'n 1905, 11,776. Aver. Dec., 1905, 12,698.

NEBRASKA.

 Lincoln. Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,229. For 1905, 16,409. Only Nebraska paper that has the Guarantee Star.

Lincoln. Deutsch-Amerikaner Farmer, weekly. Average 1905, 147,052.

Lincoln. Freie Presse, weekly. Actual average for 1905, 150,784.

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in City. Sworn aver. for Sept. and Oct., 1905, 4,264.

NEW JERSEY.

Elizabeth, Journal. Av. 1904, 5,522; first 6 mos. 1905, 6,518; last 6 mos. 1905, 6,718.

Jersey City, Evening Journal. Average for 1905, 22,546. Last 5 mos. 1905, 23,408.

Newark, Evening News, Evening News Pub. Co. Average for 1905, 60,102; Feb. '06, 62,539.

Trenton, Times. Av. 1905, 16,458. (net) Feb. '06, av. 18,082. (net) Trenton's leading daily, classified medium.

NEW YORK.

Albany, Evening Journal. Daily average for 1905, 16,512. It's the leading paper.

Albany, Times-Union, every evening. Est. 1856. Average for 1905, 54,639; December, 55,479.

Binghamton, Evening Herald, daily. Herald Co. Aver. for year end. June, 1905, 12,289 (*).

Buffalo, Courier, morn. Av. 1905, Sunday 86,774; daily 48,008; Enquirer, even., 31,027.

Buffalo, Evening News. Daily average 1904, 88,457; 1905 94,690.

Corning, Leader, evening. Average, 1904, 6,325; 1905, 6,595.

Cortland, Democrat, Fridays. Est. 1840. Aver. 1905, 2,126. Only Dem. paper in county.

Glens Falls, Morning Star. Average circulation, 1904, daily 2,292.

LeRoy, Gazette, est. 1836. Av. 1905, 2,287. Largest reg. cir. Genesee, Orleans, Niagara Co.'s.

Mount Vernon, Daily Argus. Average 1905, 3,318. Westchester County's leading paper.

Newburgh, News, daily. Av. 1905, 5,160. 3,000 more than all other Newburgh papers combined.

New York City.

American Magazine (Leslie's Monthly). Present average circulation, 256,108. Guaranteed average, 250,000. Excess, 76,296.

New York, American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,468 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 75% of all the postoffices; in Delaware 87%, in Pennsylvania 74%, in Ohio 85%, and to 20% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

Army & Navy Journal. Est. 1863. Actual weekly average for 53 issues, 1905, 9,442 (©©).

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1905 5,008.

Benziger's magazine, family monthly. Benziger Brothers, Average for 1904, 57,025, present circulation, 50,000.

Chipper, weekly (Theatrical). Frank Queen, Pub. Co., Ltd. Aver. for 1905, 26,228 (©©).

Gaelic American, weekly. Actual average for 1904, 8,179; for 1905, 28,989.

Haberdsasher, mo., est. 1881. Actual average for 1905, 7,166. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1905, average issue, 19,020 (©©). D. T. MALLETT, Pub., 263 Broadway.

Leslie's Weekly. Actual aver. year end. Aug. 1904, 69,077. Pres. av. over 85,000 weekly.

Music Trade Review, music trade and art weekly. Average for 1904, 5,509.

The Billboard, America's Leading Theatrical weekly. New York Office, 1440 Broadway. Walter K. Hill, Mgr. Phone 1630 Bryant.

The People's Home Journal, 544,541 monthly. Good Literature, 444,667 monthly, average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for 1905, 4,205 (*); March, 1906, issue, 6,694 (*).

The Wall Street Journal. Dow, Jones & Co., publishers. Daily average 1905, 18,158.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual weekly average for 1905, **15,090** copies.

The World. Actual aver. for 1905, Morn., 505,490. Evening, 571,706. Sunday, 411,074.

Rochester, Case and Comment, mo. Law. Av. for 1904, 50,000; 5 years' average, 50,108.

Schenectady, Gazette, daily. A. N. Lacey. Actual average for 1904, 12,574; 1905, 15,058.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1905, daily 55,552, Sunday 40,098.

Utica, National Electrical Contractor, mo. Average for 1905, 2,645.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1905, 14,589.

NORTH CAROLINA.

Raleigh, Biblical Recorder, weekly. Av. 1905, 8,872. Av. 1904, 9,756. Av. for 1905, 10,206.

Raleigh, Evening Times. Leads all afternoon papers in circulation between Richmond and Atlanta. Full A. P. dispatches. Actual daily average 1905, 4,351; weekly Times, 2,040.

OHIO.

Ashtabula, American Sanomat, Finnish. Actual average for 1905, 10,766.

The Billboard, America's Leading Theatrical Weekly. Cincinnati, New York, Chicago.

Cleveland, Engineers' Review. Actual cir. for 1905, 250,650; monthly aver, 20,888 copies.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1904, 79,469; Sunday 68,198. Jan., 1905, 67,777 daily; Sunday, 79,187.

Dayton, Herald, evening, Circ., 1905, 17,518. Largest in Dayton, paid at full rates.

Youngstown, Vindicator, D'y av. '05, 12,910; Sy. 10,178; LaCoste & Maxwell, N. Y. & Chicago.

Zanesville, Times-Recorder. Sworn average 1905, 10,564. Guaranteed double nearest competitor and 50% in excess combined competitors.

OKLAHOMA.

Oklahoma City, The Oklahoman. 1905 aver. 11,161. Dec., '05, 11,980. E. Katz, Agent, N. Y.

OREGON.

Portland, Journal. Dy. and Sy. Actual aver. for Feb., 1906, 25,254. Aver. year '05, 21,926.

PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1905, 7,740. N. Y. office, 230 E'way, F. R. Northrup, Mgr.

Erie, Times, daily. Aver. for 1905, 15,248. February, 1906, 16,886. E. Katz, Sp. Ag. N. Y.

Harrisburg, Telegraph, Sworn av. Jan., 18,584. Largest paid circulation in H'g's, or no pay.

Philadelphia, Confectioners' Journal, mo. Av. 1904, 5,004; 1905, 5,470 (©©).

Philadelphia, German Daily Gazette. Aver. circulation, 1905, daily 51,508; Sunday, 44,466; sworn statement. Circulation books open.



1906, 148,168.

"In Philadelphia nearly everybody reads THE BULLETIN."

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of February, 1906:

1	220,183	15	222,184
2	220,872	16	225,658
3	222,567	17	240,789
4	Sunday	18	Sunday
5	223,748	19	233,833
6	220,920	20	231,238
7	227,631	21	223,787
8	225,971	22	215,059
9	225,424	23	235,361
10	230,090	24	237,155
11	Sunday	25	Sunday
12	225,132	26	227,739
13	225,687	27	230,246
14	229,103	28	241,990

Total for 24 days, 5,459,390 copies.

NET AVERAGE FOR FEBRUARY.

226,641 copies a day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

The circulation of THE BULLETIN is larger than that of any daily newspaper published in the State of Pennsylvania.

Philadelphia. Farm Journal, monthly. Vilmer Atkinson Company, publishers. Average for 1905, 265,246. *Printer's Ink* awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States,

"has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns." Unlike any other paper."



THE PITTSBURG POST,



the largest daily (morning) and Sunday circulation in the city of Pittsburgh, has never made use of premiums or gift enterprises as circulation getter. It goes to the home of the buyer. The Western Pennsylvania field cannot be covered without the POST. Objectionable advertising is excluded from its columns Cir., '06, dy. 55,778, S. 67,011.



West Chester. Local News, daily. W. H. Hodgson. Average for 1905, 15,297. In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport. Grit. America's Greatest Weekly. Average 1905, 226,713. Smith & Thompson, Repr., New York and Chicago

York, Dispatch and Daily. Average for 1905 12,551. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket. Evening Times. Average circulation, 16,859 for 1905.

Providence. Daily Journal. 17,290 (©). Sunday, 20,486 (©). Evening Bulletin 27,526 average 1904. Providence Journal Co. pube.

Westerly. Sun. Geo. H. Utter, pub. aver. 1905, 4,467. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for 1905, 4,505.



Columbia. State. Actual average for 1905, daily 9,587 copies (©); semi-weekly, 2,625. Sunday '06, 11,072 (©). Actual average July to Dec. 31, '05, daily 10,155; Sunday 11,584.

TENNESSEE.

Knoxville Journal and Tribune. Daily average year ending Dec. 31, 1905, 15,015 (©). Weekly average 1904, 14,512.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Memphis. Commercial Appeal, daily. Sunday, weekly. Average 1st 9 mos. 1905, daily 89,120. Sunday, 55,497. weekly, 81,822. Smith & Thompson, Representatives N. Y. & Chicago.

Nashville. Banner, daily. Aver. for year 1905, 18,772; for 1904, 20,705; for 1903, 20,227.

TEXAS.

Denton. Record and Chronicle. Daily av. 1905, 974. Weekly av., 3,141. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

El Paso. Herald. Av. '05, 5,011; Feb. '06, 5,568. Merchants' canvass showed Herald in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo. Standard, weekly. Average for 1904, 2,909.

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1905, 5,527; for last six months, 1905, 2,691.

Burlington. Daily News, evening. Actual daily average 1904, 6,018; 1905, 6,886; December, 1905, 7,401.

Burlington. Free Press. Daily av. '04, 6,682; '05, 6,554. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

Rutland. Herald. Average 1904, 2,527. Average 1905, 4,286.

St. Albans. Messenger, daily. Actual average for 1905, 2,051.

VIRGINIA.

Norfolk. Dispatch. Average 1904, 9,400; 1905, 11,660. Dec., '05 av. 12,656. Largest circ'n.

Norfolk. Landmark (©). Leading home paper. Circ. genuine. No pads. H. K. & C. Co., Sp'l.



Richmond. Times-Dispatch, morning. Actual daily average year ending December, 1905, 20,576. High price circulation with no waste or duplication. In ninety per cent of Richmond homes The State paper.

WASHINGTON.

Olympia. Recorder—evening. Just increased to 6 pages daily, 12 pages Saturdays.

Tacoma. Ledger. Daily average 1905, 15,544; Sunday, 20,555; weekly, 9,642.

Tacoma. News. Daily average 5 months ending May 31, 16,527. Saturday issue, 17,495.

WEST VIRGINIA.


Parkersburg. Sentinel. daily. R. E. Hornor, pub. Average for 1904, 2,320.

Wheeling. News. Daily paid circ., 11,196. Sunday paid circ., 11,857. For 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Janeville. Gazette. d'y and s-w'y. Circ'n-average 1905, daily 8,149; semi-weekly 5,059.

Madison. State Journal. d'y. Circulation average 1905, 5,482. Only afternoon paper.

Milwaukee. Evening Wisconsin. d'y. Av. 1905, 26,648; February, 1906, 27,729 (©).


Milwaukee. The Journal. even. Average 1905, 40,517; Feb. 1906, 42,224. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

Oshkosh. Northwestern. daily. Average for 1904, 7,251. Average for the year, 1905, 7,658.



Racine. Wis. Est. 1877. weekly. Actual average for 1904, 27,254; for 1905, 41,748. Has a larger circulation in Wisconsin than any other paper. Adv. \$2.50 an inch. N. Y. Office. Temple Court. W. C. Richardson. Mgr.



WYOMING.

Cheyenne. Tribune. Actual daily average net for 1905, 4,511.

BRITISH COLUMBIA.

Victoria. Colonist. daily. Colonist P. & P. Co. Aver. for 1904, 43,56 (*); for 1905, 4,802.

Vancouver. Province. daily. Average for 1905, 8,687; Feb., 1906, 9,422. H. DeClorque, U. S. Rep., Chicago and New York.

MANITOBA, CAN.

Winnipeg. Free Press, daily and weekly. Average for 1905, daily, 20,048; weekly, 15,654. Daily, February, 1906, 22,874.

Winnipeg. Der Nordwesten, Canada's German Family and Agricultural Weekly. Reaches all the German-speaking population of 200,000—its exclusive field. Average for 1905, 12,682; FOR LAST SIX MONTHS, 15,718.

Winnipeg. Telegram. Daily av '05, 18,707; last three months 20,577. (Sat. 23,000).

NEW BRUNSWICK, CAN.

St. John. Star. Actual daily average for October, November, December, 1904, 6,091.

NOVA SCOTIA, CAN.

Halifax. Herald (©) and Evening Mail. Circulation, 1905, 15,558. Flat rate.

ONTARIO, CAN.

Toronto. Canadian Implement and Vehicle Trade. monthly. Average for 1905, 6,065.

Toronto. The News. Sworn average daily circulation for year ending Dec. 30, 1905, 28,282. Advertising rate 50c per inch. Flat.

Toronto. Star, daily. Daily average February, 1906, 41,958 copies.

PRINCE EDWARD ISLAND.

Charlottetown. Guardian. Only morning Daily; 1905 av., 2,048. Only Fri-Weekly, 5,128.

QUEBEC, CAN.

Montreal. La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily 80,259; 1905, 90,771; weekly, 48,207.

Montreal. Star, d'y & w'y. Graham & Co. Av. for 1904, d'y, 56,795; w'y, 125,240. Av. for 1905, d'y, 58,125; w'y, 126,807.

Sherbrooke. Daily Record. Average 1905 6,152; February, 1906, 6,892.

The American Agriculturist Combination

I approve of the "Roll of Honor" as found in PRINTERS' INK each week, and to the extent I approve of it is found in the fact that the American Agriculturist Combination, representing *Orange Judd Farmer*, *American Agriculturist* and *New England Homestead*, pay their good, hard money for an advertisement in this department fifty-two times in the year. Not only this, but *Farm and Home* and *Good Housekeeping*, whose advertising departments I have charge of, are also represented in the "Roll of Honor."

I think any publisher who is entitled to be listed under this heading should certainly be there.

—Orange Judd Co., The Phelps Publishing Co.
 W. A. WHITNEY, Advertising Manager.

SPRINGFIELD, Mass., March 13, 1906.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

Announcements under this classification, from publications having the gold marks in the Directory, cost 30 cents per line per week, two lines (the smallest advertisement accepted) cost \$30.80 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. *Aver. 1905, Daily \$8,590 (◎◎), Sunday 48,781. Wg., '04, 107,925.*

ILLINOIS.

GRAIN DEALERS JOURNAL (◎◎). Chicago. Largest circulation; best in point of quality.

BAKERS' HELPER (◎◎). Chicago. Only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

BOOT AND SHOE RECORDER, Boston (◎◎). greatest trade paper; circulation universal.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANS-SCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America.

TEXTILE WORLD RECORD (◎◎). Boston. Is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE NEW YORK TIMES (◎◎). Over 100,000 net bona fide daily sale in New York City.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation. Influence and prestige.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

THE IRON AGE (◎◎), established 1855. The recognized authority in its representative fields.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest weekly.

ENGINEERING NEWS (◎◎).—A technical publication of the first rank.—Sun, Pittsfield, Mass.

E. News prints more transient ads than all other technical papers: 1½ & 3c. a word. Try it.

HARDWARE DEALERS' MAGAZINE.

In 1905, average issue, 19,020 (◎◎).

D. T. MALLETT, Pub. 233 Broadway, N. Y.

STREET RAILWAY JOURNAL (◎◎). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,160 copies.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (◎◎). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎), established 1874. The great international weekly. The consolidation of the ELECTRICAL WORLD and KAPNER and AMERICAN ELECTRICIAN. Average circulation, 1906: ELECTRICAL WORLD and ENGINEER (weekly), 13,703; AMERICAN ELECTRICIAN (monthly), 17,917.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn daily average 1905, 105,600; Sunday average February, 1906, 148,168.

THE PUBLIC LEDGER (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. PUBLIC LEDGER gained 1,345 columns advertising in five months ending Dec. 1st, 1905, over same period 1904.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

TENNESSEE.

THE TRADESMAN (◎◎) Chattanooga, Tennessee; semi-monthly. The South's authoritative industrial trade journal.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,558, flat rate.

COUPON BOOKS FOR THE CLASSIFIED.

A DEVICE THAT NOT ONLY MAKES SOLICITING FOR CLASSIFIED ADS POSSIBLE, BUT TEACHES SMALL ADVERTISERS ON THE WANT PAGES TO USE THEM REGULARLY.

For many years the Chicago *Daily News* has sold what are known as "classified frank books"—little affairs that look a good deal like a railroad mileage book, and which contain one hundred perforated coupons, each of which is good for a line of classified advertising in the paper. To simplify matters each coupon bears the sentence "Good for seven words." As pretty nearly everyone knows, the Chicago *Daily News's* classified pages are among the most prosperous and productive in the country, carrying column after column of want ads, solid as bricks. These frank books have played an important part in making them so. Other Chicago papers have adopted them.

The books make it possible, for one thing, to solicit classified advertising that could not be sought if there were only a single liner in prospect. Solicitors can go about among employers, merchants, dealers in canary birds, dogs, second-hand stuff, etc., netting good business for the paper. They are particularly effective in canvassing real estate men, boarding-house keepers, apartment houses and the like. Then, by their sale over the counter, hundreds of occasional advertisers in the classified learn to use liners more frequently, and for many purposes. Every book is numbered, of course, and each coupon not only bears its book number, but the whole hundred is numbered consecutively. A record is kept by the *Daily News* of every book sold, with the name and address of the purchaser. As the coupons are handed in in payment for advertising they are checked up by this record. When it is discovered that coupons on an outstanding book are not being

used up as rapidly as they ought to be a solicitor hunts up the owner of the book and finds out why. As soon as coupon No. 100 in a book comes in a solicitor visits the owner with a view to selling him a new one.

Not long ago the *Daily News* increased the price of these books from \$15 each to \$17.50 to bring the rate up to its increased circulation. No formal announcement of this increase was given out, but word of it got abroad before the change went into effect. Purchasers of the books swarmed in to lay up a supply at the old rate, with the result that over \$3,000 worth were sold on the day before the price advanced. Through sales of these franks the paper is paid in advance for thousands of dollars' worth of classified advertising. This is a mere detail, however, compared with its frank book "conscience fund." During the years that the books have been sold many have never been presented for redemption, but have disappeared so effectually that their owners cannot be traced. These missing books may have been burned or lost. The paper has a fund of more than \$4,000 that has been paid for classified advertising books which have never been used, and this money in all probability, will never be claimed.

These books are sold at a discount from the line rate which really amounts to an agent's commission, and constitute the only form in which any advertiser ever gets the agent's commission direct from the Chicago *Daily News*. They are not received in payment of any bill for advertising, and can only be used in one way—by being handed in over the counter of the paper's main office with a classified advertisement. They are intended for promoting cash classified business, for which no book-keeping is necessary, and the rule is so strictly adhered to that the coupons are not accepted in payment of a classified ad at any

of the paper's hundreds of branch offices. When a liner is sent through a druggist or agency, by telephone, the agent receives a commission which the advertiser must pay. This rule, of course, might be abolished by another paper, for when such franks are employed to build business for a paper none too secure in its classified advertising it would doubtless be a prime attraction to make them good for payment on liners placed at an agency.

The *Daily News* has made good use of the books in building up new classified departments. One of the latter that Mr. Rogers is very proud of is the "Cows, Birds, Dogs, etc.," classification, which seldom runs less than a column daily, and often nearer two columns. No other newspaper in the country carries so much of this business. It has been built up bit by bit. Someone discovered that there were a good many cat, dog and cow trades going on all the time. Dog fanciers' papers, live stock journals and similar publications were secured, names of breeders and dealers in Chicago listed, and these lists circularized and solicited. When enough dealers were in, the people who had one cow to sell came too. As an instance of how the department works out Mr. Rogers cited the case of a woman on the South Side who conducts a cat and dog hospital, and who is also a dealer. She has been advertising in the *Daily News* six years, three times a week, with an announcement costing about \$1 per insertion. Her ad brings about twenty letters weekly from people wishing to purchase pets, and also an average of \$10 a week in cat, dog and canary boarders. A solicitor got her in first. Such patrons, of course, represent excellent, stable revenue to a newspaper.

The largest day's classified the Chicago *Daily News* ever carried was a Saturday in April, 1905, in the spring moving season, when

a total of seventy-one columns, or over ten pages, was printed. This paper's classified permits no display other than the use of agate caps or white space. It is interesting to know, too, that the *News's* revenue from classified advertising last year was in the neighborhood of \$400,000.

For the purpose of advertising its classified the *News* has lately devised an ingenious novelty. Stiff board covers, fitted with special pins for binding, are furnished to business houses, hotels, stores, etc., that have a telephone. The Chicago telephone directory, like most books of the kind, is bound only in a paper cover, which soon gets torn and dirty with handling. These cloth covers protect the book and are never discarded by those who receive them. They also furnish four large pages upon which the *News* tells its classified advertising story, while the want ad department's telephone numbers are naturally prominent. These covers are somewhat costly, but they last. Up to date more than 100,000 of them have been distributed in Chicago.

THE increase in the volume of advertising that has taken place in a decade must enter into the calculation. The advertiser who may have found an eighth page or a quarter page profitable ten years ago has learned that it now pays him best to use half pages and full pages in fewer mediums, carefully selected. His half page is not as large proportionately as was his quarter page ten years ago, and while there has been a marked increase in advertising reading in that period he needs all the space he can afford to insure attracting attention of a fair portion of a magazine circulation.

THE woman largely supports the savings bank—therefore direct savings bank advertising to the plain people, but don't forget the female element.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which it Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, it paid wholly in advance.

CALIFORNIA.

THE BILLBOARD for musicians, vocalists and lecturers. San Francisco, 37 Phelan Bldg., 806 Market St.

COLORADO.

THE DENVER POST, Sunday edition, March 18, 1906, contained 1,473 different classified ads, a total of 98 9-10 columns. The Post is the big want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn. RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR, Washington, D. C. (©). carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

GEORGIA.

CLASSIFIED advertisements in the Press, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE CHAMPAIGN NEWS is the leading Want ad medium of Central Eastern Illinois.

THE BILLBOARD for privilege men and concessionaires. CHICAGO, 87 S. Clark, Room 61.

PEORIA (ILL.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

THE TERRE HAUTE STAR is the recognized Want-Ad medium of Terre Haute.—Results have made it so, one cent per word.

THE MUNCIE STAR is practically the only classified medium in Muncie, Delaware County, and seven adjoining counties.

More classified ads are printed daily in the Muncie STAR than in all other papers in its territory combined.

DURING the month of January, 1906, The Indianapolis STAR published over 88,000 lines of classified advertising. In the same month in 1905 the STAR published 64,935—showing a gain of 23,155 lines.

This argument in itself is strong enough to show the prestige of the Indianapolis STAR and the pulling power of its advertising columns.

THE STAR LEAGUE, consisting of the Indianapolis STAR, Muncie STAR and Terre Haute STAR, general offices at Indianapolis, are leaders collectively and individually in the volume of classified advertising carried. Rate in each, one cent per word; combination rate, two cents per word.

If you want results from classified advertising in Indiana, use the Star League.

THE INDIANAPOLIS NEWS during the year 1905 printed 96,983 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 296,941 separate paid Want ads during that time.

IOWA.

THE DES MOINES CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week: Saturday the big day.

THE DES MOINES REGISTER AND LEADER, only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE BALTIMORE NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE BOSTON GLOBE, daily and Sunday, in 1905, printed a total of \$37,227 classified ads. There were no trades, deals or discounts. There was a gain of 9,999 over 1904, and was 15,847 more than any other Boston paper carried in 1905.



25 CENTS for 30 words, 5 days.
DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper, result getter; circulation in excess of 15,500, i.e. word, 5c. subsequent.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis by many thousands, than any other evening paper; it publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. Rate, 10 cents per line, Daily or Sunday.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clarivoyant nor objectionable medical advertisements printed.

Correct statement of classified Wants printed in February, 115,892 lines. Individual advertisements, 18,071.

Circulation, 1903, 57,039; 1904, 64,384; 1905, 67,538. First two months 1906, 68,840. The average Sunday circulation, 68,287.

THE ST. PAUL DISPATCH IS ALL YOU NEED in St Paul for Want Ads. It carries more advertising than all other St. Paul mediums combined. The sworn average daily net printed and sold circulation of the St. Paul DISPATCH for year 1903 was 60,563—no returns allowed. It is the only newspaper of its circulation in St. Paul or Minneapolis that charges full rates for all classifications of want ads. The 1903 want advertising shows an increase of 218,400 lines over 1904. Seven telephone trunk lines assist in receiving local classified business.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1905), 11,144; Sunday, 13,888.

NEW JERSEY.

DAILY ENTERPRISE, Burlington—Want medium of the county; 1c. word; results sure.

ELIZABETH DAILY JOURNAL—Leading Home paper; 10 to 24 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

NEWARK, N. J. FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

THE BILLBOARD for actors, actresses and performers. New York, 1440 B'way, Room 8.

DAILY ARGUS, Mount Vernon, N. Y. Great-est Want ad medium in Westchester County.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

NORTH DAKOTA.

GRAND FORKS HERALD. Circ. Sept. '05, 6,515. Examination by A. A. A., June '06. Biggest Daily in N. D. La Coste & Maxwell, N. Y. Rep's.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

THE BILLBOARD for street men, sidewalk salesmen, drifters and itinerant merchants in all lines. Although essentially and primarily a theatrical and amusement journal, the demonstrating salesmen and peddlers of the sidewalks have also claimed it for their own. Practically every one of them in America reads it regularly every week; 15 cents per line flat. Address **THE BILLBOARD PUBLISHING CO.**, Cincinnati, O.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 11,980. Publishes more Wants than any four Okla. competitors.

OREGON.

PORTLAND JOURNAL, Daily and Sunday leads in "Want ads," as well as in circulation, in Portland and in Oregon.

PENNSYLVANIA.

THE Chester, Pa. TIMES carries from two to five times more classified ads than any other paper.

WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN? Want Ads. in **THE BULLETIN** bring prompt returns, because "in Philadelphia nearly everybody reads **THE BULLETIN**." Net daily average circulation for February, 1906: 226,641 copies per day. (See Roll of Honor column.)

THIS COUNTS

In Philadelphia the **GERMAN DAILY GAZETTE** is the only GERMAN newspaper recognized as a "Want Medium." Local and general advertisers should consider this feature, for it signifies large circulation and confidence of its readers.

TEXAS.

THE EVENING TRIBUNE, Austin, Texas. Paid city circulation 1,800. Outside circulation 400. One cent a word.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,576 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast. W. Clarence Fisher, 624 Temple Court Bldg., N. Y., Special Eastern Agent.

CANADA.

THE Halifax Herald (Q.Q.) and the **Mail-Nova Scotia's** recognized Want ad mediums.

THE CHARLOTTE GUARDIAN, Prince Edward Island's classified medium; 1/2c. a word; 2c. a week; minimum, 10c.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825. Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal Daily Star carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more Want advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements: 30 cents a line, per measure, 15 lines to the inch (\$5; 200 lines to the page \$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,

Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. SEARS, 53-52 LUDGATE CHURCH

NEW YORK, APRIL 4, 1906.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

REASON-WHY? Ask the Ethridge-Kennedy Company about it.

NATHAN SOLOMON COHEN, publisher of *Das Morgen Journal* of New York, died on March 26th.

THE New York Sphinx Club will give its annual Ladies' Night at the Waldorf-Astoria on Tuesday, April 10.

THE Massengale Advertising Agency, Atlanta, has moved into larger quarters on the sixteenth floor of the new Chandler Building, that city.

THE New York *Journal of Commerce* will move from 17 Beaver street to 52 Broadway about May 1.

THE BOSTON "GLOBE."

The Boston *Globe* asserts that it has by far the largest circulation in New England, and that its advertising rates, circulation considered, are the lowest in the United States.

THE *Republican*, the only morning paper in Springfield, Mo., has just been incorporated at \$40,000, with E. E. E. McJimsey, of St. Joseph; John E. Swanger, of Jefferson City; H. Mitchell, of Clinton, and Charles D. Morris, of St. Joseph, as stockholders.

THE Wyckoff Advertising Co., Ithaca, N. Y., has been incorporated to do a general advertising agency business. Capital, \$75,000. Incorporators, Maude T. Wyckoff, Allen N. Drake, Wylie B. Jones, all of Ithaca, and others. Its headquarters will be moved to Buffalo.

NOWADAYS big advertisers are apt to judge newspapers by the amount of classified business they carry. The reason for this is simple enough. The paper which really "gets next" to the home folks is the one that does the general advertiser the greatest good, and the little "wants" are true indications of the home value of the paper.

R. J. SHANNON, special newspaper representative, 150 Nassau st., has just added to his list of papers the Oakland, Cal., *Herald*. Mr. Shannon will have entire control of the advertising of this paper in the East. The *Herald* has come to the front very rapidly under the present management and now absolutely guarantees over 10,000 circulation. The *Herald* is a member of the famous group of papers known as the Star Galaxy.

THE Ralston Health Shoe Makers, widely known as the manufacturers of the "Shoe with a reason 'Why,'" have sent out an attractive booklet illustrating the various styles of the Ralston Shoes.

THE Cincinnati *Billboard*, on March 17th, issued a Spring special number containing 100 pages and said to consist of 35,000 copies. The advertising pages show up in an especially creditable manner.

TRUE IN 1903.

Rowell's Directory shows that *Newspaperdom* is the only one with courage enough to reveal its actual circulation.

Newspaperdom "the journal of newspaper publishing" prints the above sentence on its editorial column each issue. Since 1903 *Newspaperdom* has not furnished a circulation report to Rowell's American Newspaper Directory.

THE *Northwestern Agriculturist* of April 7 is a special number devoted to hay, hay machinery, methods of making hay while the sun shines, literally, and of saving the crop when it doesn't. Hay is not merely a novelty for a special issue of such a farm paper, but is highly important. It is the greatest crop in the country, except corn, and the most widely distributed. So a hay issue cuts a wide swath. The number went to 20,000 extra readers.

CATALOGUE OF TOYS.

From the Craftsman's Guild, Highland Park, Ill., comes a commendable catalogue of toys for children. These are made along approved kindergarten lines. In eight pages are shown cuts of ten articles, while a short preface on "New Toys for Children" explains the principle upon which they are made. The toys are exceedingly odd, most of them funny, and seem to have as much attraction for grown people as children.

The morning *Nonpareil*, of Council Bluffs, Iowa, the only daily paper in that city, will soon start an evening edition.

Two new System Books have come from the Burroughs Adding Machine Company, one showing the adaptation of the machine to the needs of city, country and State officials, and the other illustrating how it has proved serviceable in tanneries, glove, shoe and leather manufactories. In each case specific instances are cited to show the working of the machine in actual use.

PROBABLY no newspaper in the world has stated its circulation so openly for so long a term of years as the *Chicago Daily News*, for the detailed statement for each month has appeared at the head of its editorial columns continuously since January, 1877, whether the figures showed an increase or a decrease. The *Chicago Daily News* has the largest advertising patronage of any paper in the United States except the *New York Herald*.

THE *New York Times* asserts that it has a sale of over 100,000 copies daily in the metropolitan district, in addition to many thousands in outside territory. It has a larger circulation, it states, than any other New York newspaper, the *World* and the *Journal* excepted. Has the *Times* ever heard of the *New York Globe*, which had an average circulation for 1905 of 139,247 copies? The *Globe's* circulation is made known, moreover, by means of a definite, detailed statement, while the *Times* relies upon a rather unsatisfactory assertion of a minimum issue. It might be well, also, to tell the *Times* that the *Telegram* stated to Rowell's American Newspaper Directory an average circulation for 1903 of 156,802. Since then no detailed statement has been received from the *Evening Telegram*.

ROBERT B. LEFFINGWELL, formerly with Allen & Ward, special agents, of Chicago, is now connected with the advertising department of the Lewis Publishing Company of St. Louis, with headquarters at 1700 First National Bank Building, Chicago.

FOOL RUMOR.

A report that Ralph Tilton had left the Butterick Trio has been extensively circulated the past few weeks. The Butterick Company states that there is absolutely no truth in this rumor and that Mr. Tilton is still advertising director of their publications.

"THERE are certain periodicals kept alive by tradition. Their circulation figures are certainly traditions which have been handed down from a past generation. It would be better for the whole trade—advertiser and publisher alike—if the advertiser would insist on his rights—to know the truth about circulation before signing a contract."—Cyrus Curtis, owner of the *Ladies' Home Journal* and the *Saturday Evening Post*.

DEPARTMENT STORE IN THE CLASSIFIED.

Marshall Field & Co., Chicago, have made a new departure in the *Record-Herald* of that city. Beginning with a page March 23, this store will print news about its basement goods in the classified columns of the *Record-Herald*, under regular classification. No display type is permitted on the classified pages except a skeleton letter, but the rate is lower than for display position. The store's basement stock consists of goods reduced in price, and it is believed that this new use of the classified will be more effective and economical in marketing them than the use of display space. The advertising is still experimental, and is now confined to one paper.

WHERE THE "SWAP" HURTS MOST.

The Northfield (Vt.) *News* accepts no trade or swap advertising, and has one cash rate for all advertisers, according to its publisher, Fred N. Whitney. Of the Little Schoolmaster's belief that the practice of swapping space is the most pernicious thing that has ever befallen advertising, Mr. Whitney says, "This is the gospel truth for a country newspaper."

CANNER'S OWN LABEL INDICATES PURITY.

Jobbers of food products in Minnesota have recently tested the question under the pure food law of that State as to whether they can market their products under their own labels instead of the canner's label, as called for in the law, says the *Trademark Record*. The Supreme Court of Minnesota held that they were entitled to use their own labels and that the exclusion of the jobber's label, where impure goods were found, was a better protection to the public and consumer than when the canner's label was excluded.

AMERICAN CONSULS NEEDED.

John Barrett, United States Minister to Colombia, suggests as an improvement in the consular service that would greatly facilitate trade a law requiring that all United States vice and deputy consuls to be Americans. He gives statistics showing that, out of 343 secondary consular offices of greater or lesser importance, more than half, or 176, are held by men who are neither Americans by birth or naturalization. Our 400 consular agents number 275 of foreign citizenship. As a matter of common business sense he believes Americans will work best in such offices for the extension of our trade.

NORVAL E. FOARD, for many years holding a leading editorial position on the Baltimore *Sun*, died on March 26th. Mr. Foard served in the Civil War, directly after which he became associated with the *Sun*.

LYNN R. MEEKINS, president of the Herald Publishing Company of Baltimore, and Henry H. Head have been appointed receivers for the Herald Publishing Company. The entire indebtedness of the company is alleged to be upwards of \$225,000.

THE wholesale grocery house of Francis H. Leggett & Company has issued the first number of an elaborate business periodical, called the *Premier Enquirer*. Besides containing valuable news and information for those interested in the grocery and allied trades, it includes the complete grocery catalogue of Leggett & Company.

SOUVENIR EDITION OF THE GALVESTON "TRIBUNE."

The city of Galveston, Texas, will undoubtedly be better known, and more favorably known, throughout the country because of the special souvenir edition recently issued by the *Tribune* of that city. The special issue is more than an average "write-up" edition. It is well printed in convenient size, and is substantially bound in card-board.

The history of the city is briefly recited, and its splendid possibilities as a great port are convincingly set forth. The few statistics which are given serve to impress one with an idea of Galveston's enormous commerce, and rapid up-building since the destructive storm of 1900. In the importance of its foreign trade, the city holds fourteenth place among the ports of the world; in foreign exports it ranks third among all United States ports. In the exportation of cotton it exceeds every other city in the world.

GEORGE S. FOX, for twenty years advertising manager of the New Bedford, Mass., *Standard*, and for the past eleven years in charge of the advertising of both the *Standard* and *Mercury*, died in New Bedford on March 11th. Ernest V. Alley, for some time past Mr. Fox's assistant, has taken charge of the foreign advertising of the two papers.

UNIVERSAL POSTAL CON- GRESS IN ROME.

In its issue of March 21 *PRINTERS' INK* was led to say that Ex-Congressman Loud, of California, was to represent the United States of America at the Universal Postal Congress in April, at Rome, Italy. *PRINTERS' INK* is officially informed that this is not the case. The United States representatives are Edward Rosewater, of Omaha, and Captain N. M. Brooks, superintendent of foreign mails, of Washington, D. C.

THE most considerable novel that Stewart Edward White has yet attempted is "The Mystery," which he has just written in conjunction with Samuel Hopkins Adams, one of the best of our writers of really dramatic short stories. The plot is based on actual occurrence which is one of the most inexplicable mysteries in the annals of the sea. A full rigged bark sailing from Boston and long overdue, was discovered far out of her course with her galley fires still lighted and every evidence of most recent occupation but without a soul on board. A crew was put aboard her and the bark was headed homeward, only to be found some weeks later in the same condition—again without a living thing from stem to stern. Another crew went aboard and from that day to this nothing of boat or crew has ever been known. This is the mystery which the two novelists work to a successful conclusion in the serial which begins in the *American Magazine* for May.

BATTEN AGENCY'S BIRTH-DAY.

The Batten agency, New York, recently celebrated its fifteenth anniversary. George Batten and William H. Johns, to mark the occasion, gave a dinner at the Aldine Club to George A. Macbeth, the lamp chimney manufacturer, of Pittsburg, who was their first client, and whose advertising has been handled by them ever since.

ADVERTISING FOR NUTS.

M. L. Weil, of New York, puts up five-cent packages of nut-meats, which have a wide sale on fruit stands. Each package bears the following notice regarding the food value of the commodity:

Nuts, raisins, etc., are nutritious and most natural of all foods: this has, by experimentation, been settled beyond a doubt. The United States and Foreign Governments have carried on experiments, and one of the important of these studies has been that of mixed diet of nuts, raisins and fruits. It was found that this diet was agreeable and abundantly nutritive. Nuts have double the full value of wheat, i. e., more energy-producing power, and contain natural qualities which lubricate the muscles; also soften muscles of the arteries which generally become hard with age. Nuts are good for young and old and should be eaten daily. To derive full benefit, thoroughly masticate.

PATENT INSIDE MERGER.

A majority of the stock of the A. N. Kellogg Newspaper Company has been purchased by the Western Newspaper Union interests, and the St. Louis plants of the two concerns are to be combined, it is said. The Kellogg company was established in 1871, and the Western Newspaper Union in 1870. Both have been active in the business of furnishing ready-printed inside sheets to country publishers. The Western Newspaper Union has a main office at Omaha, with thirteen branches. Its officers are: President, George A. Joslyn; vice-president, W. H. Remington of New York; secretary, H. H. Fish; treasurer, A. M. Pinto.

It is said that the Lyman D. Morse agency, which has long been in the newspaper district around Park Row, has decided to move to New York's new advertising center in the neighborhood of Madison Square.

DEPARTMENT STORE AD MAN MARRIED.

Charles J. Shearer, the advertising manager of Bloomingdale Brothers' department store, New York City, was married recently to Miss Ruby Helene Kellogg. A dinner was given him before the event by the Bloomingdale Brothers' staff.

A CIRCULAR LETTER SPECIALIST.

My connection with the circular letter business dates from 1888. At that time I was associated with one of Chicago's largest job printing plants and the numerous calls we had for imitation typewritten letters was the incentive that later resulted in my evolving the "Rothschild Process," a method of duplicating circular letters that cannot be distinguished from original typewriting.

Of course, we did the work in the printing office and our "imitation" consisted merely in printing from typewriter type with various colored inks. So far as the imitation was concerned it was lacking. The work was criticised, rarely gave satisfaction and the match with typewriter ribbons and type was so decidedly "off shade" that the result was a travesty on the "art preservative."

Feeling confident that it was possible to exactly duplicate typewriting I experimented for several years and finally succeeded in perfecting my process to a degree that made it possible for me to use the same colors in making both ink and typewriter ribbons.

Perhaps a few figures will be interesting as illustrative of my growth in this line. When I began I employed one man and had one press. My weekly expenses were \$25. I occupied an office 16x20 feet. Now my employees number 160. I operate the most complete establishment of its kind in the world, equipped, as it is, with Harris automatic presses, typesetting machines, ink grinding mills, and typewriter ribbon machines. I have 15,000 square feet of floor space, my weekly pay roll exceeds \$1,500 and for the past six years my plant has been kept in operation day and night.—M. M. Rothschild, Circular Letter Specialist, 96 Fifth Ave., Chicago.

DEATH OF GRAND RAPIDS PUBLISHER.

Willis Hall Turner, general manager of the *Herald*, Grand Rapids, Mich., died of paralysis in that city March 19, aged fifty-one years. He was, successively, connected with the *Jackson Patriot*, Grand Rapids *Evening Press*, Chicago *Journal*, Chicago City Publishers' Association, St. Joseph (Mo.) *Press* and Memphis *Scimitar*, coming to the *Herald* about a year ago.

AD CLUB MOVES INTO ROOMS.

The St. Louis Advertising Men's League, on March 22, moved into the new rooms that have been fitted up for its use at Pine and Seventh streets, that city, and the occasion was marked by informal talks. The speakers were F. G. Whittaker, general manager of the "Grand Leader" store; Fred Z. Salomon, superintendent of "The Famous," and others. There was also vaudeville and a lunch. An advertising exhibit decorated the rooms.

AN UNUSUAL BOOKLET.

The Chicago *Record-Herald* has just issued a remarkable "booklet" containing eighty pages of one-half regular newspaper size, on the fine paper of which are reprinted typical retail advertisements from its columns. These ads are all confined to the Chicago field, and the showing comprises some of the large stores that use the *Record-Herald*. In the main, however, single-line retail stores and small retailers have been selected. Many of the advertisers use the *Record-Herald* exclusively, others to a preponderant degree, and all give the paper substantially "full copy." As an exposition of the retail advertising situation of that city it is interesting. The book was published chiefly for distribution among local merchants.

THE *Evening Journal*, of Syracuse, N. Y., has reduced its price from two cents to one.

PLANS FOR THE LEWIS DAILY.

Publication of the daily for women, projected for some time by the Lewis Publishing Co., St. Louis, is shortly to begin, according to recent announcements. An active subscription canvass has already begun. This *Woman's National Daily* will be sold at a dollar a year. The building now being erected for it opposite the *Woman's Magazine* building on University Heights, that city, is one of the most originally conceived publication structures in the world. It is in the form of an Egyptian temple, and has not a single window—the entire roof being of glass. Like the Lewis subdivision and the buildings already occupied by the company, everything about this new structure is in strict good taste architecturally and artistically. The Goss Company, in Chicago, is building for the new paper the largest press that has ever been built, capable of turning out 300,000 eight-page papers an hour. It is a straight-line six-decker, twenty-eight feet high, fifty feet long, carrying twenty-four extra rolls of paper in a magazine. It will cost \$100,000.

PRINTERS' INK is not connected with an advertising agency and it does not recommend any agency in particular. Upon inquiry it will, however, recommend to a correspondent that agency which, in the opinion of the Little Schoolmaster, is best equipped to attend to and execute orders of a particular nature.

THE Chicago *Daily News* now prints and circulates one million papers every three days.

TWO ONLY.

Besides the *Mail Order Journal* PRINTERS' INK is the only one of the twenty-six publications listed in the 1905 edition of Rowell's American Newspaper Directory, devoted to advertising, which has furnished a detailed statement of circulation for the 1906 Directory. The average circulation for 1905 of the two papers which have met the requirements of the Directory is as follows:

New York, N. Y., PRINTERS' INK, W...15,090
Chicago, Ill., *Mail-Order Journal*, M...12,321

One would naturally suppose that a publication devoted to the advancement of the science of advertising would believe in making definite circulation reports such as advertisers have come to appreciate. This, however, would seem not to be the case.

The *American Advertiser* died in February and according to the publisher's own declaration one is not quite sure, whether the paper was murdered or committed suicide. The following is the version of *Newspaperdom*:

It is with genuine regret that we learn of Brother Starke's resolution calling for the "killing" of the *American Advertiser*. Mr. Starke certainly produced a splendid magazine—a magazine that was a credit to his personality and a source of worryment to a great many people. Like the warship we read of in history, the *American Advertiser* went down and out with flags streaming and flame and shot pouring from every port-hole. Starke was a good one "behind the gun" and many a sigh of relief went up from pirate ship-masters when the "A. A." went down. Mr. Lee certainly had a robust bunch of fun while it lasted.

TO ADVERTISE BOSTON.

The Boston *Globe* has been publishing lately a series of articles on a "Bigger, Better, Busier Boston." In an article by H. B. Humphrey, of the Boston agency bearing his name, a policy of direct advertising is advocated as a means of realizing the greatest benefit from the new terminal facilities, steamship docks, lower freight rates, etc., that the *Globe's*

slogan implies. Mr. Humphrey said in part:

Begin by advertising Boston's present advantages—which are many. Something which may be done at once is to increase the number of tourists and visitors to the city. Every civic improvement designed to increase existing facilities for the handling of commerce, every enlargement of an existing industry or the establishment of a new one, should be made the text for future advertising. Prepare an attractive hand-book of Boston, setting forth what Boston offers in the foregoing respects. This should be widely distributed—to every commercial organization, every newspaper of any importance, every library, every reading room, every first-class hotel and every tourist agency in the world. This hand-book should be followed up by the publication every month, or every quarter, of an attractive illustrated bulletin. Arrangements should be made with the news agencies to secure the publication as news of any items of intelligence likely to advance the interests of Boston. Occasionally, also articles advertising Boston and its interests should be run as paid advertisements in leading magazines. The most should be made of Boston's historical associations. Its advantages as a center of art and education should be exploited to their fullest extent. Its attractiveness as a place of recreation should be made better known—its seaside pleasures and resorts, its splendid park system, with golf links, athletic and playgrounds, its country clubs. The fact that Boston is the second port in the United States should be strongly impressed upon the people of this country. The public should be enlightened as to the extent and the variety of the traffic it handles, and as to the advantages to shippers of having their goods routed via this port. The public should be made better aware of Boston's importance as a manufacturing center. Its industries should be enumerated and written up as well as the facilities it offers for the establishment of new industries. There is nothing experimental about such a campaign if it is rightly directed. Such methods have built up new communities with no foundations except their natural resources to build upon. Boston has the foundation of her past reputation to start with.

CABLE CODE BOOKS.

104 Canal Street,
CLEVELAND, March 23, 1906.

Editor of PRINTERS' INK:

We write to ask you if you could furnish us with the names of any concerns who make a practice of publishing cable code books and compiling same. We are desirous of re-arranging and adding to our present code and would like to get in touch with any concern who makes a practice of doing this sort of work.

Yours sincerely,

THE SHERWIN-WILLIAMS CO.,
J. A. McClelland, Dept. of Publicity.

A YELLOW WEEKLY.

"In extenuation of the crimes with which we are accused, I can only plead, on behalf of myself and a number of colleagues, that apparently we had totally misconceived the idea and purpose of a newspaper. Until the distinguished editor who comes to us to-night crowned with the laurel of well-advertised victory had instructed us we had not understood that the chief end of the throbbing press was to wage merciless war on those fearful agents of woe: Bromo-Seltzer, Orangeine Powders, and Pink Pills for Pale People.

"We had not discovered the great truth that civic interests, international politics, the clash at home and abroad of ideas and principles, the issue here between Church and State, there between revolution and conservatism, the progress of science, art, literature—we had not discerned that to describe all this was nothing when we might be telling the history-making story of Hostetter's Bitters and Mrs. Winslow's Soothing Syrup; that it was of far less consequence that the Japanese took Port Arthur than it was that Mrs. Smith of Kalamazoo took Peruna.

"Empires are convulsed, dynasties totter, governments fall, legislation more important than any since the Civil War is enacting at Washington. Fatuously we have been watching these commonplace events when we should have been exposing, and incidentally advertising, a contemptible society journal which a vast majority of decent Americans had never seen nor heard of before—nor smelt.

"Not one newspaper editor in a thousand ever heard of the Proprietary Association of America which Mr. Hapgood tells you has its skeleton fingers on our throats, not one in ten thousand ever saw so much as a hair of the tail of a yellow dog of any description. We are not even corrupted now by passes to Atlantic City, and we, like ordinary clay, nowadays have to contribute our nickel to the soulless Rapid Transit Corporation or walk home.

"There is not any romance, there isn't any opportunity for heroic disdain of the tempter about the work of a newspaper editor as most of us know it. He just goes ahead gathering and printing the news.

"The issue which Mr. Hapgood really raised is not whether the press is to be free and independent. The issue is whether the press is to continue to be an agency for the spread of information or is to degenerate into a common scold.

"We glance at the publication which Mr. Hapgood conducts with such signal ability, and what do we find? We find its whole strength and genius bent to persuade us that the financial world is a structure of corruption; that the United States Treasury is criminally inefficient; that the United States Sen-

ate is a club of dissolute and incapable millionaires, and the House a lair of bandits whose chief business is the promotion of private graft bills; that war pensioners are dead beats; that college athletic victories are bought and sold; that conspirators are running off with Niagara Falls; that grocers are thieves and druggists murderers; that the press is venal and the pulpit invertebrate; that the whole activity of man is larceny, bribery, bank wrecking, franchise grabbing, blackmail, the concoction of fraudulent foods and deadly drinks.

"We find running a department called 'Things They Do Better Abroad.' We find a corps of talented artists drawing vultures, vampires, vipers, yellow dogs, death's heads, prisons, bursting bombs, graveyards, and grinning degenerates.

"And this is offered by 'a National Weekly' as a picture of life to-day. Rubbish! There isn't living a cynic so grouchy and dyspeptic that he doesn't know it to be a hideous and ghastly caricature. For the life of me I cannot see any more to despise in the yellow society sheet that assassinates private reputations than there is to regret in a yellow weekly that systematically calumniates public institutions and undermines confidence in the general good faith and moral purpose upon which the whole fabric of social order rests."

—Dr. William Bayard Hale, managing editor of the *Public Ledger*, before the Contemporary Club of Philadelphia, March 12, in reply to an address by Mr. Norman Hapgood on "The Press and Public Morals."



THE COVER FOR MAY.

THE Indianapolis *News* sends out a six-page folder which contains in attractive form just the information that an advertiser should have, before entering the Indiana field. The growth and prosperity of Indianapolis is briefly touched upon, as well as the circulation and advertising record of the *News*.

A MODEL FARM PAPER.

One of the most attractive farm papers, and one growing rapidly in favor and circulation, is *Successful Farming*, of Des Moines, Iowa. As an indication of the elements that make up its success, E. T. Meredith, its publisher, enumerates these points:

Successful Farming is conceded to be one of the handsomest if not the most handsomely printed agricultural paper in the country. Absolutely every copy is printed upon S. & S. C. book No. 1, free from ground wood. Every copy is printed upon four roller flat-bed presses. We have a standing offer to our advertisers that if they can secure a clipping of their advertisement from *Successful Farming* on any other stock than the copy they have received we will receipt their bill in full. This statement is made because it is so often the case that publishers send the advertisers a handsome paper and send the subscribers a copy printed upon cheap news.

We have a standing offer to our advertisers that if on any issue they ask for proof of circulation and we do not prove to their satisfaction circulation fully equal to that claimed for the issue when we solicited their advertising we will receipt their bill in full.

We have an actual bona fide circulation and have furnished you detailed statement of this and been accorded your "Guarantee Star."

Successful Farming has never in all its experience published a mining stock ad, oil stock ad or other cheap investment proposition. We have never printed a liquor advertisement. We do not admit water separators, which are conceded to be to the disadvantage of the farmer, notwithstanding the fact that nearly every other agricultural paper carries them. We in every way look after the interests of our subscribers, and by admitting only legitimate advertisements bring our readers to understand that they can place implicit confidence in our advertisements.

Successful Farming places absolutely every advertiser upon the same basis. We have but one rate, and as an evidence that this is not cut we make a proposition to our advertisers and prospective

advertisers that if they can find a single advertiser in our columns who is enjoying a cut rate that we will not only make them the same rate, but will carry their advertising free. We have, however, given our advertisers from twenty-five per cent to fifty per cent more circulation than our rate card calls for and in this way we have really given our advertisers a discount, but it has been accorded to no one advertiser, but every advertiser in our columns has had the advantage of it.

Our paper has paid advertisers exceptionally well. As an evidence of this we hand you herewith circular giving the name of every seed and incubator advertiser we had in 1904. You will note they were all back in 1905, and when 100 per cent of a given line of advertisers renews it is certainly every evidence that a paper pays. We hand you herewith copy of February issue in which you will note we have had the same advertisers for three consecutive seasons, with the exception of two advertisers who have gone into other lines. Notwithstanding that our rates were advanced from 50c. to \$1 last spring and that all these advertisers had space with us last winter at 50c. they are all back with us this winter at \$1, and it has not been possible to find space in the paper for all the advertising offered, notwithstanding the fact that January was 48 pages, February 56 pages and March 64 pages.

Our paper circulates in agricultural territory, embracing the States of Ohio, Indiana, Illinois, Iowa, Kansas, Nebraska, Oklahoma, Wisconsin, Minnesota and the Dakotas, the most fertile territory on the face of the earth.

No matter what size the order, no advertiser in *Successful Farming* is forced to stay in the paper or pay short time rates. We have during the past two years had but one instance of an advertiser advising that he would not use the number of lines covering his original order, and this was because of an oversold condition and their policy to discontinue all advertising until fall rather than the failure of the paper to pay.

IN CHARLOTTETOWN.

CHARLOTTETOWN, P. E. I.,
Canada, March 20, 1906.

Editor of *PRINTERS' INK*:

We notice that in your issue of 14th inst. you refer to the Des Moines *Capital* as having published on February 26th four pages of advertising for a single firm, this being the largest single newspaper advertisement ever carried in Iowa. On Dec. 18th last the *Tri-Weekly* edition of The Charlottetown *Guardian* published four pages of advertising, this being the largest amount of advertising ever published for a single firm by any newspaper in Prince Edward Island, Canada.

Yours very truly,

THE ISLAND GUARDIAN PUBLISHING CO.

At a lecture on advertising delivered before the Brooklyn Y. M. C. A. recently C. F. Southard, advertising manager of the Mathews department store, that city, illustrated his lecture with Nabisco advertisements and distributed Uneeda Biscuit to his audience.

THE New-York *Contract News*, a weekly trade journal devoted to building and public works construction, published for the past twelve years by Shepperd & Burnham at 99 Nassau street, has been sold to the Myron C. Clark Co., Park Row Building.

FROM "COLLIER'S WEEKLY."

I AM going to make a very plain, firm assertion: Life insurance isn't designed to make money for *you*; but for your family.

It has been talked as an investment so long that its protection has been lost sight of entirely.

I want to interest the manhood that *wants* to see how surely the welfare of loved ones can be secured; who thinks more of that than of himself.

Candidly I think—in fact I *know*, and so do you if you dwell on it a moment—that the man who considers life insurance as something to speculate with, to buy according to the prospect it has of returning gain to *him*, doesn't know the real good there is in insurance. He won't know it until he considers his family first.

And I want men who have care-of-the-family on their minds to write direct to me, and tell me what they'd *like* to do and what they think they *can* do. Like-to-do and can-do aren't so far apart as you'd think. I'll write them back personally relative to a plan for protection of their families which they can start with and keep up with not a bit of inconvenience.

"The nobility of manhood is loving in life and providing in death."

Write direct to me.

John Tattlock
PRESIDENT

Washington Life Insurance Company
145 Broadway, New York

A GOOD INSURANCE AD. EVERY SALESMAN OF INSURANCE OUGHT TO BE A READER OF THE LITTLE SCHOOLMASTER.

A Special Issue of Printers' Ink to GENERAL ADVERTISERS

April 18, 1906; Press Day, April 11, 1906

FOR the primary purpose of obtaining new subscribers, a copy of PRINTERS' INK for April 18, 1906 — press day as above stated — will be sent to about 19,000 names, making a total edition for April 18th of, approximately, 34,000 copies. * * *

The nineteen thousand extra copies are sent to as many names, marked personal. Every copy so marked goes to an advertising manager or a member of a firm who is in charge of the advertising department. This list is entirely up to date. It was compiled by a trained statistician of the Chicago *Daily News*, which went to every reasonable source and expended every reasonable effort to get every name possible who is connected with, or has any relation to, the general advertising business in the United States. * * *

PRINTERS' INK will pursue a follow-up campaign extending over four weeks for the purpose to convert these people into readers of the Little Schoolmaster. Every party so followed up needs PRINTERS' INK and its helpful weekly suggestions and information, and many of them will be convinced of this fact when they read the special issue of April 18th. * * *

If you are the publisher of a newspaper or magazine of character, one that has a story and facts worth presenting to an advertiser, you can find no better, no more effective and economical medium than PRINTERS' INK, and particularly no more advantageous single issue than the special edition above set forth.

The same argument is true for anyone else who makes or deals in anything which large or small advertisers use or ought to use in the conduct of their business.

Although the April 18th edition goes to almost twenty thousand extra and especially valuable names, the **USUAL RATES ONLY** will be charged as stated below.

FORMS CLOSE APRIL 11, 1906.

Advertising Rates:

20 cents a line, \$3 one inch, \$10 quarter page, \$20 half page, \$40 for whole page. For advertisements in specified positions, if granted, double price will be charged. A discount of 5 per cent may be deducted if check is sent with order and copy, which must reach this office on or before April 11, 1906.

The Printers' Ink Publishing Company,
10 SPRUCE STREET, NEW YORK CITY.

What It Will Contain.

The main features of the special edition of PRINTERS' INK for April 18—press day April 11, 1906—issued primarily for the purpose of securing new subscribers—will deal with:

1. The Newspapers,
2. The National Weeklies,
3. The Magazines,
4. The Agricultural Press,
5. The Religious Press,
6. The Street Cars,—

as a force and factor worth while the attention of the general advertiser. Besides it will contain mail-order stories, articles of the functions of general advertising agencies, and other matter of direct value to those who are to receive the special issue of April 18—an edition of not less than 34,000 copies. Order and copy for this edition must reach this office on, or before, April 11, 1906.

ADVERTISING RATES:

20 cents a line, \$3 one inch, \$10 quarter page, \$20 half page, \$40 for whole page. For advertisements in specified positions, if granted, double price will be charged. A discount of 5 per cent may be deducted if check is sent with order and copy, which must reach this office on or before April 11, 1906.

ADDRESS

Printers' Ink Publishing Co., 10 Spruce St., New York.

NEW PUBLISHING COMPANY IN YOUNGSTOWN.

The Youngstown Dispatch Company has just been incorporated in Ohio, with \$75,000 capital and two printing plants, and it is likely that a new morning paper will be started there. Youngstown has two dailies, the *Telegram* and *Vindicator*, both evening. The officers of the new company are: President, Robert McClenahan; vice-president, Burt M. Moss; secretary, George T. Bert; treasurer, William R. Leonard; manager, W. W. Parramore; foreman, W. W. Officer.

LARGE NEWSPAPER ADS.

What is said to be the largest hotel advertisement ever, appeared in the New York *Times's* picture supplement on Sunday, February 18. It covered two full pages, and cost \$1,680 for one insertion, and the most notable fact about it is that it advertises a hotel that will not be open for business until next October—the Hotel Knickerbocker, fifteen stories high, now building at Broadway and 42d street, New York. The copy consisted of a large half-tone of the exterior, with a detailed description of house and equipment. On February 11 the *Times*, New Bedford, Mass., contained what the management believes to be the largest newspaper advertisement, with one exception, ever printed in the United States. It told about the house furnishing goods sold by C. F. Wing, a local merchant, and it filled four pages and three columns over.

BORAX SALESMANSHIP.

A pithy text-book for private distribution among the salesmen of the Pacific Coast Borax Co. has been published by H. Dumont, secretary of the company and head of its San Francisco office. Not only the "talking points" of Twenty-Mule Borax are covered, but many stories about the prod-

uct, both humorous and pathetic, are given, as well as much chemical information of a popular nature to demonstrate purity. Speaking of the principles of salesmanship as applied to this product, Mr. Dumont says:

Know Your Goods—"I do," you say. Well, maybe you do, and then again, maybe you only *think* you do. By *know your goods* we do not mean, know a few superficial facts about them, or be able to string off a lot of "hot air" about them. We mean that the successful man on the road knows the commercial side of his goods—knows the chemical side—knows the romantic side—knows the historical side. Let your customer talk horse or hunting or any other topic that happens to be his hobby; but know how to "give him his head." And then skillfully bring him round to Borax, once more. You will make a Borax talk before he knows it.

Know prices in your own line and be ready to make a price-and-quality talk at the drop of the hat. Know your competitor's prices in the general field and in the local market. When a customer picks up a sample and asks the price be able to answer him definitely and at once without consulting a price list, for thus you will often tire and sometimes disgust a likely buyer. Never be afraid to ask and maintain your price; always remember that the buyer will look out for himself. And the true art of salesmanship is to sell something at a price that has a *profit in it*. It is not salesmanship to dispose of goods at cost or a loss, or at a price that is made to meet competition; but it is salesmanship to get the price that the quality and selling value of your article demands. Anyone can give goods away. Just remember that when the buyer insists on getting goods at a lower price than you can quote that he is getting inferior goods, and that sooner or later he will be dissatisfied with the quality. So talk quality.

Samples slovenly in appearance are a big damper to a sale. Inferior goods, in a cheap package, if presented in tip-top shape sometimes look better than a more expensive and better selling package which is mussy and crumpled and soiled. And here is a good place to say a word about the way in which you display your samples. There is no stronger way to make a good impression—that is, to make a mental suggestion that will help you make a sale—than to display your samples in the proper way. Study this point and work out individual methods of handling and displaying the Borax products so as to show them in their most attractive manner. Some of them make very attractive counter or show case or window displays—figure out these schemes and illustrate them, as you talk to your customer.

ABOUT THE ROLL OF HONOR.

Our continued patronage of the Roll of Honor department of PRINTERS' INK is sufficient evidence that I consider it a highly valuable medium for inviting attention to the merits of any advertising publication. Our representatives, both in New York and Chicago, have repeatedly affirmed their belief in the efficiency of this form of publicity for the *Call*, stating that it has made solicitation easier in many instances and also given rise to numerous inquiries from prospective patrons. I consider its chief claim to consideration is the distinct feature of giving to the public assurance that the papers listed therein have complied with the circulation requirements of Rowell's American Newspaper Directory.—*W. J. Martin, Business Manager, The Call, San Francisco, March 13, 1906.*

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

WANTED—Cylinder Pressman; steady work, good wages. Write to UNION-SUN CO., Lockport, N. Y.

WILL purchase for cash good Mergenthaler Linotype Machine. Address TRIBUNE, Oakland, California.

WANTED—Solicitor. Circulation principally, but all-round man preferred. First-class man. NEWS, St. Johns, Mich.

WANTED—To buy for spot cash one or two C. L. D., care Printers' Ink, N. Y. City.

STENOGRAPHER, five years' experience, best reference, desires position, opportunity to learn advertising. Address "C," Printers' Ink.

BEST advertising novelty out, telephone index. Patent pending. Agents wanted. Send ten cents for sample and particulars. AVERILL PRESS, Sanford, Maine.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

WE HAVE not enough capable men to fill the high grade business and technical positions now on our lists. Write for booklet. HAFGOODS, Suite 511, 309 Broadway, N. Y.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

CONCERNING TYPE—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; got "typewrice"; 64 pp., 50c. postpaid, agent wanted. A. S. CARNELL, 150 Nassau St., N. Y.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

TO Newspaper Proprietors—Progressive editor of wide experience is open for immediate engagement; forceful writer and good executive; could assume entire management; might invest later. JOHN POSTGATE, 736 Jefferson Ave., Brooklyn, N. Y.

A SUCCESSFUL electrical journal wants an A1 advertising representative in New York, Boston and Philadelphia. Must have some knowledge of electrical business and furnish references; 25% commission. Address "HUSTLER," care of Printers' Ink.

PHOTO-ENGRAVER wishes to change present location. Has well equipped plant and is doing large business. Any publisher having a lease on building with top loft to rent in same, might make advantageous arrangement to both parties. Or will consider top story in any modern building, having about 4,000 square feet of space. "K. J. A.," Printers' Ink.

DESK ROOM to let in one of the finest office buildings on Fifth Ave., near 33d Street; large light office, all conveniences; \$15 per month. Would prefer party connected with advertising business. Address "D. D. L.," Printers' Ink, New York.

POSITION wanted by a capable and thoroughly competent

Correspondent, Systematist, Manager, Business Getter, experienced in trade paper work.

Address "M. M. M.," care Printers' Ink.

PUBLISHERS WANTED—We furnish handsomely illustrated auxiliary magazine service, standard size. Publishers may add any amount of local reading and advertising. Plan offers business paying from \$100 per month up. Exclusive territory given to responsible publishers. Send four cents in stamps for full particulars and sample copies. THE BROOKS PUBLISHING CO., 425 Laclede Bldg., St. Louis, Mo.

WANTED—To buy an established farm paper, with a bona fide, paid-in-advance subscription list, not exceeding 50,000; monthly or semi-monthly preferred, and preferably without printing plant. We are not agents; but experienced publishers looking for a property to buy and develop, together with others. All communications held in strict confidence. Address "FARM PAPER," care of Printers' Ink.

WANTED—Assistant in the Advertising Department of a large manufacturing concern in New York City. Must be experienced in writing copy for booklets, catalogs, etc., and thoroughly familiar with all details of printing. A good opportunity for a bright, well-educated and hustling young man. Address a own handwriting, stating age, experience, references and salary required. "J. L.," care of Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 55 Metropolitan Annex, New York.

WILL BECOME WESTERN REPRESENTATIVE.—J. A. WILSON, for five years Western representative Harper's periodicals, now engaged in educational work as an advertising expert, would like to represent one or more good publications in Chicago. Write care Printers' Ink.

CHANCE FOR A HIGH-CLASS SALESMAN.—A Northwestern printing concern, doing a large business in the better grade of printing wants a bright, ambitious and aggressive young man, who has a few thousand dollars to invest, to take a small block of stock in the company and act as salesman. Investment will pay at least 8% guaranteed, besides salary and commission on sales. House is sound and substantial; has a good commercial rating. This is an unusual opportunity for a permanent business connection with a growing concern. Address, with references, "W. D. E.," Printers' Ink.

A RARE chance is offered for the purchase of a daily (Republican) newspaper of the highest class, established for over forty years in a rapidly growing Eastern city. Now of 125,000 population. Has a fully equipped and always busy job department. Is the most popular and influential journal in the city, with opportunities for great development and profit. Further particulars, with satisfactory reasons for offering this valuable property for sale, will be furnished to parties having the means and the desire to talk business. Address "OWNERS," Care of Printers' Ink.

ADVERTISEMENT WRITER.

Man who has had experience, who can show a quantity of good work done on general newspaper or magazine copy, and who is willing to state facts and particulars (in confidence of course) in his letter of application. I have what most people would regard as a good position. What I want is a man of original, yet sensible, ideas, and productive enough to make him valuable.

"WRITER," P. O. Box 1592, Philadelphia.

I WANT

a solicitor that can produce business in the most fruitful section of the country. Must be a man who knows how to sell good goods, and how to hold accounts when he has them. You must state the approximate salary expected and tell what you have done. All applications strictly confidential. Address

John Huntington Safford, Chairman
THE SAFFORD ADVERTISING CO.,
Citizens' Building, Cleveland.

ADDRESSES WANTED.

COUNTRY names in Delaware, Maryland, both Carolinas, both Va.'s. E. J. FARBEH, 343 North St., Baltimore, Md.

POSTAGE STAMPS.

25 OFF, un gummed, unused, U. S.; c. o. d. R. E. ORSER, 2404 Milwaukee Ave., Chicago.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 25¢ com. 5 samples, 10¢ J. C. KENYON, Owego, N. Y.

"THE NOVELTY NEWS," illustrated monthly; trial 3 months, 10¢. 604 Firmenish Bldg., Chicago.

CRYSTAL Paper Weights with your advertisement, 25¢ per 100. Catalog adv. novelties free. ST. LOUIS BUTTON CO., St. Louis, Mo.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps you and before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 245 E. 5th, N. Y.

CLASS PUBLICATIONS.



20,000 Buyers
of (\$1,025,000,000 annually)
Hardware, Housefurnishing
Goods, etc.
Read every issue of the
Hardware Dealers'
Magazine.
Write for rates. Specimen Copy mailed on request.
255 Broadway, N. Y.

MONEY MAILERS.

MONEY MAILERS—\$1.50 per M. Samples free. KING KOIN KARRIE CO., Beverly, Mass.

ILLUSTRATORS AND ILLUSTRATIONS

ADVERTISING Cuts for Retailers; good; cheap. HARPER ILLUN. SYNDICATE, Columbus, O.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

AD WRITERS.

Individual monthly ad-writing service. **\$5** Werheim-Zittle, Bushnell Bldg., Springfield, Ohio

ADDRESSES FOR SALE.

3,550 NAMES. Heads of families only. Prosperous people of central Michigan. Price \$2. W. E. LOVETT, Owosso, Mich.

LIST 1,500 live, Pacific Coast, mail-order buyers; but little circularized—\$2.50—will exchange same number 25¢. m. o. names. FAST MFG. CO., 3279 16th St., San Francisco.

REMARKABLE NAMES FOR SALE. We have compiled for our personal use in the soliciting of subscriptions the name and address of every farmer in the Corn Belt who owns 20 head of cattle. The live stock farmer is the progressive farmer, is the farmer who has money and the farmer who has many needs. We can furnish these names by counties or States—Ohio to Kansas. Write us for particulars. SUCCESSFUL FARMING, Des Moines, Iowa.

LIVE NAMES AND ADDRESSES

Guaranteed correct. Send \$2 for a sample thousand, neatly typewritten. Try them out and buy more.

1,000 each of Farmers, Teachers, Merchants, Druggists, Hardware, Barbers, Dressmakers, etc. All in N. and S. Dakota, Minnesota and Montana.

THE WESTERN ADDRESS CO.,
Milbank, S. D.

CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. STANDARD INDEX CARD COMPANY, Rittenhouse Bldg., Phila.

ADVERTISING AGENCIES.

- D. A. O'GORMAN AGENCY, 1 Madison Ave. N. Y. Medical journal advg. exclusively.
GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.
H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.
THE H. I. IRELAND ADVERTISING AGENCY Write for particulars of the Ireland Service. 225 Chestnut Street, Philadelphia.

PIONEER ADVERTISING CO., Honolulu—Cosmopolitan population makes our six years' experience valuable. Newspapers, billboards, walls, distributing, mailing lists.

ALBERT FRANK & CO., 55 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SIVASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

DEVELOP this advertising field. It is most inviting. We can advise as to mediums, and how to use them. Write us. THE DENBARATS ADVERTISING AGENCY, Ltd., Montreal.

WE want you to know the STATESMAN has nothing to do with the TRIBUNE now. Under STATESMAN's ownership the TRIBUNE run down to 800. Now we have 2,330. We offer you 1,000 more circulation than any other Austin daily. Write for rate card. F. L. BRITTAIN, Manager Advertising, the Austin, Texas, Daily TRIBUNE.

POST CARDS.

SAMPLES of post cards, post card half-tones and prices for printing them. Sent to those writing a letter of inquiry for them. STANDARD ENGRAVING CO., Photo-Engravers, New York.

ADDRESSING MACHINES AND FACSIMILE TYPEWRITERS.

AUTO-ADDRESSER—An office machine that saves 50 per cent. Besides selling the "AUTO-ADDRESSER," we make an IMITATION TYPEWRITTEN LETTER, and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

PATENTS.

PATENTS that PROTECT.

Our 8 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. R. LACEY, Washington, D. C. Estab. 1869.

SHEPHERD & PARKER, Solicitors of Patents and Trade Marks, 508 Dietz Bldg., Washington, D. C. Highest references from prominent manufacturers. Hand book for inventors sent upon request.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

DISTRIBUTING.

DISTRIBUTING through the agency of the Bernard Advertising Service in Ala., Ga., Miss., N. C. and S. C., was tested five years ago by a trial order for distribution by the Peruna Drug Mfg. Co.; now their books are distributed four times annually throughout the Southeast by the Bernard Agency. You can learn the particulars from CHAS. BERNARD, 1516 Tribune Building, Chicago.

MAILING MACHINES.

THE DICK MATCHLESS MAILER. Lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

SUPPLIES.

NEW TYPE, 34c. lb. EMPIRE FOUNDRY, Delevan, N. Y.

NOTE HEADINGS of Bond Paper, 5 1/2 x 3 1/4 inches, with envelopes (dial p.) 100 for 65c.; 250 for \$1.10; 500 for \$1.60; 1,000 for \$2.50; 2,000 for \$4.50; 5,000 for \$11.00. Send for samples MERIT PRESS, Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

OUR Office (Advertising) Rulers have no equals in quality or workmanship, neither have our other Advertising Appliances. An order will save you Dollars and proclaim your good taste. The J. SAULNIER CO., New York (R).

FREE samples of Bernard's Cold Water Paste will be sent to any publisher, paperhanger, photographer, cigar maker or manufacturer who uses paste for any purpose and will test its merits. BERNARD'S AGENCY, Tribune Building, Chicago.

PUBLISHING BUSINESS OPPORTUNITIES.

PERIODICAL publishing business already clearing \$50,000 yearly, growing rapidly but substantially, capable multiplying in value, obtainable account owner's other interests and overwork; for \$300,000. Leader in great growing field and enjoying excellent advantages. Buyer need not have technical knowledge. Information furnished responsible principals only. Address by mail only, "ATTORNEY," care John H. Parsons, Postal Telegraph Building, New York.

PAPER.

BASJETT & SUTPHIN.
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect
White for high-grade catalogues.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 34th issue now ready; free. S. F. MYERS (Co., 47w. and 49 Maiden Lane, N. Y.

ADVERTISING MEDIA.

THE EVANGEL.
Scranton, Pa.
Thirteenth year; 20c. agate line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

WHAT the *Ladies' Home Journal* is to the nation the *RECORD* is to Troy and Central Miami County, Ohio. Only daily. Carries same high-grade advertising. None questionable of any sort accepted. Send for sample copy.

The Billboard

can be used with great success to advertise any novel tool, utensil or toy, the use or working of which can be DEMONSTRATED by street-men, sidewalk salesmen or itinerant vendors and peddlars. These all read the **BILLBOARD** every week. Rate 15 cents flat. Last form closes Mondays at midnight. **THE BILLBOARD PUB. CO., Cincinnati, O.**

BOOKS.

Successful Advertising. HOW TO ACCOMPLISH IT.

A book for retail merchants and beginners in advertising. Will be sent, postpaid, upon receipt of **TWO DOLLARS.** Address

Printers' Ink Publishing Co.,
10 Spruce St., New York

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. **WALLACE & CO., 29 Murray St., New York, 150 Pontiac Bldg., 338 Dearborn St., Chicago, Ill.**

PRINTERS.

PRIENTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

We print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR Ptg. Co., 514 Main St., Cincinnati, O.**

TIN BOXES.

IF you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huylers, Vaseline, Sanitol, Dr. Charles' Fresh Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. **AMERICAN STOPPER COMPANY, 11 Verona Street, Brooklyn, N. Y.** The largest maker of **TIN BOXES** outside the Trust.

ADVERTISEMENT CONSTRUCTORS.

"GRAINS OF GUMPTION," a 48-page booklet, with contents, which fully justify the title. 25c. **JED SCARBORO, 657a Halsey St., Brooklyn, N. Y.**

A Brainy Business Bringing Idea From the Drecky West

Introduce them in your "follow-up," and notice increased returns. Address on your office stationery



FREDERICK WARD
(Originator of Illustrated Letters),
40 Dearborn St., Chicago.

HAVE YOU?

Have you now under consideration any bit of advertising that would gain from being saturated with a distinct unusualness? I mean a "something" to be aimed at a class not "reachable" with ordinary "humdrum" things, and upon whom anything remotely suggesting "hot air" or suspected of being "funny" must not be tried! Are you making anything so extra good of its kind that the proper telling of its story becomes a matter of really vital importance? It seems possible to me that you may be doing just such "considering" as this little bit of unusualness reaches your eye. If this should be so it would please me (and might pay both of us) to have you write me concerning the "concern" now uppermost in your mind.

Elsewhere I make Catalogues, Booklets, Price Lists, Folders, Circulars, Mailing Cards and Slips, Circular Letters in Series, Newspaper, Magazine and Trade Journal Advertisements, etc.

Here, I make the following statements that may be taken at their net "face value": I am not merely bidding for opportunities to treat sufferers from aroused curiosity, but only seek correspondence from those actually needing something in my line. When writing me it is always wise to shun postal cards.

No. 55. **FRANCIS I. MAULE, 409 Sansom St., Phila.**

COIN MAILER.

1,000 for \$3. 10,000 \$30. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

FOR SALE.

FOR SALE—Two Linotype machines, **THE HEROLD COMPANY, Milwaukee, Wis.**

FINE COUNTRY NEWSPAPER for sale, consisting of three Presses, Engine and all necessities for a first-class plant. Owner has other business. Grand opportunity for the right man. On a paying basis. Address **H. D. ADAMS, Berlin, Md.**

FOR SALE, at a nominal price, a paying advertising and publishing business in Chicago that will be profitable from the first to any purchaser with the skill to write ads and prepare copy for the printer. **SITMAN & MILLER, 1414 Manhattan Building, Chicago, Ill.**

CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. **C. S. SOUVENIR POST CARD CO., 1140 Broadway, N. Y.**

COIN CARDS.

\$3 PER 1,000. LESS for more; any printing. **THE COIN WRAPPER CO., Detroit, Mich.**



*First the Jobber—Then the Retailer
—Then the Woman.*

These three steps form the basis of a plan recently submitted by the R. N. A. to the manufacturers of a newly patented safety pin, and accepted by them as the plan best of all suited to cover every possible requirement in the distribution of the article.

It embodied those features which are positively essential to the extensive and profitable marketing of articles through the dry goods and department stores.

Goods which reach the consumer through the channel of such stores, must have coupled with them, if they are to be successful, the inside knowledge of the store itself, in

order that two most important things may be accomplished:

First: That the goods are on the ground when the demand for them develops.

Second: That the lively interest of the merchant must be en-

listed in their behalf, so that he will lend his effort and his money in their promotion.

The ROOT NEWSPAPER AGENCY is a

gathering of graduated retailers who confine their efforts exclusively to articles sold in department and dry goods stores. It has a special knowledge of such things, and is using this knowledge with success for several hundred clients.



ROOT NEWSPAPER AGENCY

Reaching the merchant through necessary class papers and the consumer through magazine, newspaper, store and other advertising in co-operation with the Dry Goods and Department Stores of the United States.

ADDRESS

192½-200 GREENE STREET, NEW YORK.

CHICAGO, ST. LOUIS, SAN FRANCISCO, PHILADELPHIA,
BOSTON, CLEVELAND, MANCHESTER (ENG.), BERLIN.

THE PATTERN PUBLICATIONS will undertake to render service to a limited number of advertisers which cannot be obtained elsewhere—simply because this service is based on the superior merits of *The Ladies' Home Journal Patterns* and upon the relations between the manufacturers of these patterns and the merchants who sell them.

THE PATTERN PUBLICATIONS are as follows:

The Monthly Style Book, rate, \$1,400 per page ;

The Quarterly Style Book, rate, \$300 per page ;

The Buyers' Guide Book, rate, \$50 per page—

700 agate lines to the page. Circulation over one million in one thousand towns.

PUBLISHED BY

THE HOME PATTERN COMPANY

Sole Manufacturers and Distributors of
THE LADIES' HOME JOURNAL PATTERNS

134 WEST 25TH STREET, NEW YORK.

JEFFERSON THOMAS, Manager of Advertising.

MEMBER OF



THE

SELECT COUNTY WEEKLIES

Of New York,

Is an Association composed of Weekly Papers in the State of New York, which have 2,000 circulation or more, or have the largest circulation in the County where published. The list is composed of the Strong Papers of Large and Known Circulation. They are papers of modern methods which General Advertisers have found to be profitable.

"It pays to be especially discriminating in choosing media among country weeklies."—*Printers' Ink.*

OFFICERS:

President: GEORGE E. MARCELLUS, the Le Roy Gazette.
 Vice-President: A. F. FLUMMERFELT, the Herkimer Democrat.
 Secretary: L. C. SUTTON, the Massena Observer.
 Treasurer: WILLIAM O. GREENE, the Fairport Mail.

Following is a list of the papers belonging to THE SELECT COUNTY WEEKLIES OF NEW YORK, the circulations given being guaranteed by the publishers:

Name of Paper.	Town Where Published.	County.	Circ'n.
Herald.....	Watertown.....	Jefferson.....	5,000
Recorder.....	Catskill.....	Greene.....	3,914
Courier.....	Chatham.....	Columbia.....	3,800
Democrat.....	Pulaski.....	Oswego.....	2,100
Democrat.....	Herkimer.....	Herkimer.....	2,400
Republican.....	Lyons.....	Wayne.....	2,420
Gazette.....	Le Roy.....	Genesee.....	2,350
Mail.....	Fairport.....	Monroe.....	2,500
Observer.....	Massena.....	St. Lawrence.....	2,750
Times.....	Owego.....	Tioga.....	2,438
Record.....	Marlboro.....	Ulster.....	1,300
Observer.....	Rockville Center.....	Nassau.....	1,750
Democrat.....	Cortland.....	Cortland.....	2,296
Long Islander.....	Huntington.....	Suffolk.....	1,950
Sentinel.....	Granville.....	Washington.....	3,350
Democrat Register.....	Ossining.....	Westchester.....	2,500
Journal.....	Adams.....	Jefferson.....	1,800
Journal.....	White Plains.....	Westchester.....	2,436
Re-Union.....	Watertown.....	Jefferson.....	3,500
Observer.....	Fulton.....	Oswego.....	2,500
Tribune.....	Medina.....	Orleans.....	1,656
Democrat.....	Peekskill.....	Westchester.....	2,000
Gazette.....	Middleburg.....	Schoharie.....	2,400
Gazette and Journal.....	Baldwinsville.....	Onondaga.....	2,450
Enterprise.....	Saranac Lake.....	Franklin.....	2,000
Counsellor.....	Champlain.....	Clinton.....	4,000
Herald.....	Boonville.....	Oneida.....	3,000
Democrat.....	Hosio Falls.....	Rensselaer.....	2,000
Western New Yorker.....	Varanville.....	Wyoming.....	3,840
Journal.....	Canandaigua.....	Ontario.....	2,000
Independent.....	Hamburg.....	Erie.....	3,000
Post.....	Ellicottville.....	Cattaraugus.....	2,750
Spectator.....	Rushford.....	Allegany.....	2,250
Reporter.....	Horseheads.....	Chemung.....	1,600
Republican.....	Cazenovia.....	Madison.....	1,500
Enterprise.....	Altamont.....	Albany.....	3,500
News.....	Warrensburg.....	Warren.....	2,200
Farmer.....	Malone.....	Franklin.....	4,000
Chronicle.....	Penn Yan.....	Yates.....	3,600
Republican Register.....	Moravia.....	Cayuga.....	1,835
Republican.....	Cooperstown.....	Otsego.....	2,200

Advertisers will correspond directly with publishers for rates.



This Offer Expires April 25

Rowell's American Newspaper Directory

for 1906 will be ready for delivery the latter part of May. The subscription price of the book is Ten Dollars net cash. Persons desiring to register a subscription, and willing to send check with order **now**, may have a discount of ten per cent from the above price, making the net price

Nine Dollars

and to these in-advance-paid subscribers a copy of the very first lot received from the binders shall be sent carriage paid. If interested, send order and check to

***The Printers' Ink Publishing Company,
Publishers of Rowell's American News-
paper Directory, 10 Spruce Street (up-
stairs), New York City.***



March 28, 1906.



HOW TO PLAN AN ADVERTISING CAMPAIGN

By

JOHN LEE MAHIN

FIRST of all we must consider the article to be advertised—its Price to Consumers.

That will tell the Class of people it must be sold to, and the percentage of Readers who could buy it if we made them want it.

Suppose it is a Piano.

Say the price is \$600.

How many families can afford to buy it?

Turn to page 185 of "Mahin's Advertising Data Book."

There you will find a table showing the Incomes of families in the United States.

That tells the percentage of Families who have Incomes under \$400 per year, and up to \$3,000 per year.

The cold figures are startling enough when you see them and when you consider what they mean as applied to Advertising.

x x x

Well, let us say that a \$600 Piano should be sold to Families having Incomes of over \$1,200 per year.

The "Mahin Data Book" shows us that only 9 3-10 per cent of Families in the United States have such Incomes between \$1,200 and \$1,800.

Of these, it says 250,000 Families live on Farms, and 1,239,000 live in Cities, Towns and Villages.

The "Data Book" will even indi-

cate what percentage of these same Families own their homes, and what percentage pays rent out of Incomes (pages 205 to 208).

Then it will also tell us (at page 204) which States in the Union have the greatest percentage of Families who could afford to buy such a Piano.

That defines which States it will pay us best to Advertise such a Piano in, with a limited appropriation.

For instance, the North Atlantic States produce \$1,460 average per Family per Annum, and the South Atlantic only \$723 per Family.

The Western States produce \$1,583 per Family, while the South Central States produce only \$710, and the North Central \$1,212 per year, per Family.

Isn't that pretty interesting Data to have instantly accessible in a Vest-Pocket "Data Book?"

Consider the value and effect of such readily accessible knowledge in planning, or revising a Campaign.

You might dig for a week at Government Census tables without getting such "meat," ready to apply to Advertising.

x x x

Well, that is only a mere indication of the kind of data you'll find summarized into a nutshell in the "Mahin Data Book."

The list herewith gives some idea of the other Advertising Subjects it supplies data upon :

POPULATION: Of all States, Cities and Rural Districts, Center of Population, etc.

ADVERTISING STATISTICS: Useful in planning any advertising campaign.

MEDIA: Valuable information concerning those best suited to promoting various lines of business.

DIRECTORY: Of leading Newspapers, Magazines and other Periodicals, Circulation, Rates, Class, etc.

COPYRIGHT AND TRADE MARKS: Instructions and restrictions.

STANDARD TYPE MEASUREMENTS Including Point System, Words to the Square Inch, etc.

TYPE FACES: Specimen pages of the standard, new and best forms.

PRINTING PLATES: Method of making, kind, style and value of each.

PAPER STOCK: Various sizes, kinds and brands.

STREET-CAR ADVERTISING: Space, rates and possibilities in leading cities and towns.

BILL POSTING: List of stands, spaces and other valuable information concerning outdoor publicity.

These subjects are indexed for instant use, and brought down to the bare bones of utility, with every cumbering and unnecessary word cut out.

X X X

The Advertising Data in this book could not be collected, verified, boiled down and systematically arranged as in "The Mahin Advertising Data Book," by any Advertiser, for less than \$2,000.

X X X

And it will be found worth \$1,000

to any Advertiser who spends \$10,000 per year and who will carefully analyze his Advertising proposition once a year, with this Data Book at his elbow for Statistics, Rates and the Promotion Ideas that are the foundation of all sound Advertising.

Not a Single Campaign of Advertising is planned for Customers of the Mahin Advertising Company without constant reference to "The Mahin Advertising Data Book" for guidance, time-saving and short-cuts to sure conclusions.

This leather-bound book, Vest-Pocket Size, is sold at \$2 per copy.

It is sold at that low price because "The Mahin Data Book" is vivid proof of the thoroughness with which all Advertising Campaigns are planned, for Customers, by the Mahin Advertising Company, whose business it is to Plan and Place Advertising for some of the largest Advertisers in America, and

Because the book will assist advertisers in deciding whether they desire the services of the Mahin Advertising Company.

Every Advertiser, and

—Every Advertising Manager and every

—Student of Advertising should have a copy of "The Mahin Advertising Data Book."

Two Dollars will bring it, per first mail, and your money back if you don't want it after you've seen it. Address (with \$2)

MAHIN ADVERTISING COMPANY

206 Monroe St., CHICAGO, ILL.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The Rock Island Railroad advertisement, marked No. 1, is ex-



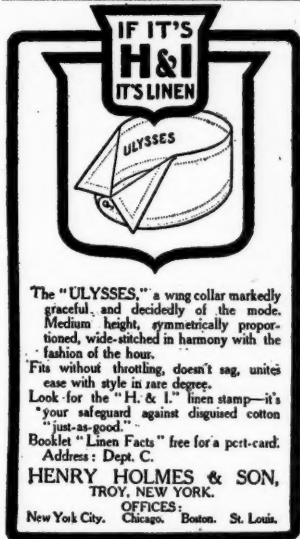
No. 1

tremely weak and ineffective. The illustration doesn't seem to mean anything in particular, and the



only feature of animate life—the figures on horseback—are so small

as to be almost invisible. The fruits grouped at the right of the picture, under the trademark, are certainly far from tempting and might better have been omitted. If there is any idea concealed in this illustration it is apparently something in the nature of a race between a railroad train and men on horseback, and if that idea is worth while at all it might better be depicted more strongly and



clearly as in the illustration marked No. 2.

This H. & I. Collar advertisement is certainly a simple thing, but in the magazine in which it appeared it stood out very strongly and was much more effective than many more complicated and ambitious efforts. Its lines are strong and at the same time graceful and harmonious. The arrangement is distinctly good and

an advertisement of this kind is more apt to secure favorable attention than is the average collar ad.

* * *

The advertisement of the A. I. Root Company shown here is commendable for many reasons. It is well-balanced and attractive. The picture is interesting and the story is a good one. The self-satisfied young man who raises his own honey will undoubtedly be a source of both temptation and inspiration to that consider-



BEES AND HONEY

Are you tired of rising your own flesh, eggs and vegetables? Why not enjoy the luxury of pure honey, comb or extracted, as you prefer, raised under your own supervision, by your own bees right near your door? You can do it with absolute results, and there is no hindrance to it in honey, as our booklet will show you. Our bees are bred for gentleness, beauty and honey. We have a lot of interesting booklets and pictures to show you. Some of them are as follows:

My First Bees' Experience. A delightful little booklet in a good booklet form, by "Beekeeper," an experienced beekeeper who conducted "The Beehive" after you read the first time you'll see it down till the last page is finished. (Illustrated) Free.

History of the Honey Bee. An insight into the manners of these wonderful honey and money makers. Tells all about the queen, drone and worker and what each one does.

Bees Keeping for Women. A series of articles by women who have found pleasure and profit in bee keeping. Fully illustrated.

A Carpenter and His Bees. A little booklet showing how professional and business men can get away from the weary and busy of this age without going to the mountains or sea.

We shall with pleasure send any of these booklets on request. Our A. I. Root Company, per page (price \$1.00) will be sent for examination to any reader of this magazine who consumes the purchase of bees. Give us a try in Bee Culture's monthly, 1917.

THE A. I. ROOT COMPANY

MEADSBURY, N. Y. NEW YORK CITY PHILADELPHIA, PA. WASHINGTON, D. C.
CHICAGO, ILL. ST. PAUL, MINN. ST. LOUIS, MO. BOSTON, MASS.
SAN FRANCISCO, CALIF. NEW ORLEANS, LA. SALT LAKE CITY, UTAH

able army of people who want to do something in the out-door line.

* * *

The Marion Harland Coffee Pot is fairly well advertised by this quarter page advertisement. This is one of the all-copy advertisements planned with a view to strongly displaying the name of the article advertised; which, by the way, is an excellent idea as in the ordinary type advertisement there are too many words set in small type and not enough display to catch the eye. In most cases it is really economical to devote from one-quarter to one-third the space to strong display for the sole purpose of catching

the eye. In this particular instance the advertisement would have been stronger without the heavy rules at the top and bot-

The

MARION HARLAND

The Greatest and Best Coffee Maker. Manufactured and Guaranteed by SILVER & CO. 300 Hewes Street, Brooklyn, N. Y.

COFFEE POT

Ask your dealer or send \$1.50 for 8 cup size, delivered anywhere in the U. S. Write for Booklet.

Sold everywhere

tom, as these detract somewhat from the strength of the display and are unnecessary in a quarter page magazine advertisement.

On the desert wastes of far-away Egypt, stand the ancient pyramids. Centuries ago, records were inscribed upon these lasting monuments; but man could not always write on stone, so papyrus, a leaf found along the Nile, was employed.

"Anticipating the objection which would be made in carrying this at postage rates, our ancestors developed the paper-making industry. They did the best they could and we have been trying to do better.

Whether the climax has been reached, we are not prepared to say, but up to the present time modern methods and human skill can scarcely improve upon

OLD HAMPSHIRE BOND

"Look for the Water Mark"

the choicest product of the only bond paper specialists in the world.

You should have the Book of Specimens, which shows Old Hampshire Bond in white and four-ton colors, made up into letterheads and other business forms as actually used by prominent houses. Write us on your letterhead.

Hampshire Paper Company

The only paper makers in the world, making bond paper exclusively South Hadley Falls, Massachusetts.



There could be only three other advertisements of equal size on the same page and the type display is strong enough to catch the

eye without the further aid of these heavy rules.

* * *

The familiar full page advertisements of Old Hampshire Bond cannot very well be overlooked—their size and the large type in which they are set naturally make them conspicuous. Many all-type advertisements are, however, more artistic and attractive, as the display of the name of the article advertised and the seal detract from the typographical balance. This particular specimen is weak from the copy point of view as very little of the space is used in advertising Old Hampshire Bond. Magazine space is too valuable to use in rediscovering the pyramids and the use of papyrus on the River Nile—unless an interesting story can be told or a good point made.

THE value of a dollar depends largely upon the number of its relatives.—*Agricultural Advertising.*

"PAINTING THE TOWN RED."

There are humorous billposters in Wiesbaden. They announce that pieces which can be witnessed by young ladies without offense will be advertised on white posters, and those suitable for older people on red posters. People are also cautioned that red posters will not mean that there is anything objectionable in a piece, but that the subject of it will be somewhat freer than the other kind.—*Exchange*

ADVERTISEMENT.

This is to certify that my wife, Elizabeth (formerly the widow Wild), is too wild to be steered by my compass, but one of her own making; and as she has the devil for her pilot, she has altered her course and steered away from me, so that I will pay no debts of her contracting after this date.

RICHARD JENKINS.

—*Clyde Times.*

SOME advertisers advertise once a month in a weekly. The only way to use a weekly is as a weekly every week. Once national advertisers were in the habit of using the daily once a week. Now they use the daily every day. In the same way they are beginning to understand that the best way to use a weekly is not once a month but every week.—*Saturday Evening Post Announcement.*

A World-Wide Reputation

CENTRAL PRINTING OFFICE,
AUCKLAND, New Zealand, Feb. 28, 1906.

Printers Ink Jonson, New York, N. Y. :

DEAR SIR—Will you kindly forward to me at above address a specimen book of your inks. I am a firm believer in your cash system and shall forward Postoffice order when you could ship per first cargo steamer leaving for Auckland, New Zealand. I especially want a good half-tone black ink, also a good bronze blue to work half-tones with, and when I get the right sort shall order small quantities of each regularly.

Thanking you in anticipation and trusting it will lead to business, I am, yours faithfully,
W. A. WILKINSON.

My inks have been shipped to all parts of the world, from the frozen north in Alaska down to the wilds of Africa and into the heart of Asia. When the goods are not found as represented, distance cuts no figure, as I refund the money as well as the cost of transportation. Send for my new sample book.

ADDRESS

PRINTERS INK JONSON

17 Spruce St.,

New York

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Every now and then I am going to reproduce, photographically, one page of ads. These will be selected more for strength of illustration and typography than for excellence of text, and therefore no particular attention will be paid to their legibility after being reduced. But in many cases they will be found not difficult to read, in spite of their great reduction in size, and, as a rule, only ads whose texts are worthy of use or adaptation by other merchants in the same or similar lines will be so reproduced. In every case, comments will be made on each ad, on an adjoining page, and I believe that the idea will very materially increase the usefulness of this department. Advertisers who believe their ads to be unusually good in illustration and typography, and publishers whose papers are carrying such ads are invited to send clippings to this department, or complete copies of papers containing them—under letter postage:

COMMENTS.

The ad of Shackelford & Timmins, from the *Kansas City Star*, has an attractive border which immediately suggests wall paper, and the text covers the ground thoroughly, giving old and new prices as well as the reason for the reductions.

Hillborn's ad from the *Newark N. J., Evening News*, "sticks out" by reason of its strong contrast of black and white—an excellent use of small space.

The ad of the Real Estate Trust Co. is from the *Pittsburg Post*. It is distinctive and striking in design, strong in argument.

Strawbridge & Clothier's phonograph ad, from the *Philadelphia Bulletin*, is very clean in typography and presents the talking machine as something more than a talking machine.

The oil stove ad of Harry H. Kurtz is also from the *Philadelphia Bulletin*. It is not only very seasonable, but a strong presentation of the oil stove case as applied to present needs.

The Rowinski ad comes from Savannah, Ga., with nothing to indicate in what paper it appeared. This par-

ticular style will be conspicuous on almost any paper, and the "Rowinski says" at the top serves both to identify the ad and impress the advertiser's name on the memory. This feature of the copy may be produced simply by writing the words you wish to print, in good black ink, about twice as large as they are to appear in the paper, and sending the writing to an engraver with instructions to make a zinc reproduction $2\frac{3}{4}$ inches wide or $4\frac{3}{4}$ inches wide, depending upon whether you use single or double column space. The plate will cost 50 or 75 cents.

The wine ad of Schultz, Renziehausen & Co., clipped from the *Pittsburg Dispatch*, aside from the use of too many display faces, is well-balanced and harmonious. The design is particularly pleasing.

One of the best coke ads I have ever seen is that of the New England Gas and Coke Co., from the *Boston Traveler*. The illustration alone tells a good part of the story and the rest is told briefly in type that is easily read.

It is practically impossible to "lose" an ad like that of Cordes', from the *San Francisco Bulletin*, and the free renting department ought to be quite an inducement in itself. It is hardly conceivable that all the furniture shown can be furnished for \$150 on installments, but however that may be, the ad is well calculated to pull the trade it bids for.

The Independent Brewing Co., of Pittsburg, Pa., has put out a lot of good copy, of which the specimen reproduced from the *Pittsburg Times* is representative. It certainly makes a good case for beer, and the fact that the figures were taken from a newspaper of a certain date gives them authenticity.

A Good Telephone Ad, Printed at the Right Time in the Philadelphia (Pa.) Daily Evening Telegraph.

Snow—Sleet—Rain

of to-day bothered everybody except the Bell Telephone subscriber.

Our underground construction insures to Philadelphia a storm-proof service—a system that is always on duty.

THE BELL TELEPHONE COMPANY

of Philadelphia and The Delaware & Atlantic Telegraph & Telephone Companies.

SAKS & COMPANY,
Broadway, 33d to 34th street,
New York, March 17, 1906.
Editor Ready Made Department:

Perhaps you will be interested in a flagrant instance of plagiarism to which your publication was unconsciously a party. The inclosed clipping, signed by Joseph Horn Co., Pittsburg, Pa., is from your issue of last week. The advertisement from which this shameless pirate did bodily steal the advertisement upon which you saw fit to make favorable comment was published in all the New York newspapers about a month before he laid his foul hands upon it. This is demonstrated by the page from the New York *American* which is also inclosed herewith.

Incidentally I would ask whether PRINTERS' INK makes it a practice to ignore the advertisements published in the New York daily papers. If not, why did the eagle eye and massive brain of your profound critic pass by the initial publication of this advertisement, and make himself a party to so contemptible a steal?

Why?

Very truly yours,
CHAS. H. BAYER,
Advertising Manager.

Now isn't that a sad state of affairs? A piratical Pittsburger makes a raid on a New York newspaper and takes therefrom, for his own base uses, an advertisement published therein by a New York retailer. Incidentally he gets credit, in PRINTERS' INK, for having created that which he "stole," deliberately and with malice aforethought.

Mind you, neither is a national advertiser, the Pittsburg store did not offer to pay car fare to New Yorkers who would go to Pittsburg for a Stetson hat, and, presumably, did not cut the price as an inducement. Furthermore, the ad had served its purpose for the retailer in New York and no harm could come to him or his business through its adoption by the Pittsburg man, who had the sense to know a good thing when he saw it, and to use it with a few improvements which may be his own or may also be "stolen." He even had the rare consideration to wait until the ad was a month old before using it. With all due respect to Mr. Bayer, whom the writer knows only by reputation as an advertising man

of rare accomplishments, he is becoming unduly excited and handing out some wholly uncalled for sarcasm. He of the "eagle eye and massive brain" feels highly complimented by having attracted the attention, unfavorable though it is, of one so eminent in the profession, and regrets that he did not see the original in the New York papers before the "steal" which was published in Pittsburg. Even had that been the case, the Pittsburg ad might have been the favored one, for the simple reason that it is the better one—tells much more about the hats, as shown by the reproductions herewith:

The Original.

For This Morning We Announce
The Initial Presentation of
THE NEW STETSON HATS FOR
MEN

for Spring Service.

The series includes all the new Stetson Spring models. We hope you will understand all that it implies.

Stetson is alone in this; everything that contributes to the perfection of his hats is the product of his own factory. He converts the fur pelts for the body, the raw silk for the band and binding, and the crude leathers. All the glory belongs to Stetson.

So that you may know how he converts them—with what extreme care and the exact science that governs the process, we have organized an exhaustive window exhibit of hat manufacture. It demonstrates ever phase, step by step, of how much head-and-hand work it costs Stetson to make his the best hats in all the world.

SAKS & COMPANY,
Broadway, 33d to 34th St., New York.

The "Steal."

The Initial Presentation of
THE NEW STETSON HATS FOR
MEN

for Spring Service.

The series includes all the new Stetson Spring models. We hope you will understand all that it implies.

Stetson is alone in this; everything that contributes to the perfection of his hats is the product of his own factory. He converts the fur pelts for the body, the raw silk for the band and binding, and the crude leathers. All the glory belongs to Stetson.

We think highly of the Stetson product, so do thousands of men.

Stetson Spring blocks, in the newest light-weight, flexible conforming Derbies, \$3.50.

Stetson Special, 5¾ and 5½ inch

crown, 1 3/4, 1 1/2 and 2 inch brims.
The price is \$5.

JOS. HORNE CO.,
Pittsburg, Pa.

The close observer will detect, every now and then, a New York ad in this department. There is no disposition to slight New York advertisers, but, as a matter of fact, the "profound critic" who has been "criticing" in this department for five or six years, has discovered, or thinks he has, that the ads best adapted to the use of those who read this department come almost invariably from the papers of smaller cities. These apologies and explanations are followed by the "threat" to reproduce the first Saks ad that seems well suited to other dealers in the same line who are not competitors, with a cordial invitation to compliment its writer by "stealing" it, providing that they cannot prepare a better one for themselves. It might be said in closing, that the excellent and most interesting Stetson hat displayed in Saks & Co.'s windows could not so easily be stolen.

The case of Tiffany & Co., of New York, and Hansel, Sloan & Co., of Hartford, Conn., presents an entirely different aspect from that on the preceding page. Tiffany & Co. are national advertisers, as shown by this ad from the February magazines, and are, therefore, direct competitors of every high-class jeweler in the country:

TIFFANY & CO.,
Comparison of Prices

Tiffany & Co. always welcome a comparison of prices and an examination of their merchandise. This applies to their entire stock of rich, as well as inexpensive jewelry, silverware, watches, clocks, bronzes, fine pottery, glassware and other artistic objects, on all of which their prices are as reasonable as is consistent with the standard of quality and workmanship strictly maintained by the house.

Upon advice as to requirements and limit of price, Tiffany & Co. will send photographs or careful descriptions of what their stock affords, free of all obligation to purchase.

To persons known to the house, or to those who will make themselves known

by reference from any national bank or responsible business house, Tiffany & Co. will send a selection from their stock.

Tiffany & Co. 1906 Blue Book will be sent to intending purchasers without charge. This catalogue contains no illustrations. It is a compact little volume of 530 pages and over 6,000 suggestions of jewelry, silverware and choice artistic objects, suitable for wedding or other gifts, with the minimum and maximum prices at which they may be purchased.

Mail Order Department.

Tiffany & Co.'s removal to their new building, Fifth Avenue and Thirty-seventh street, has enabled them to materially increase the scope and facilities of their Mail Order Department. Patrons unable to visit the establishment are assured expeditious service and the same careful attention as is given to purchases made in person.

Tiffany & Co. are strictly retailers. They do not employ agents or sell their wares through other dealers.

Fifth Avenue and 37th Street,
New York.

Formerly Union Square.

So, when Hansel, Sloan & Co. are so unfortunate as to use the same language (word for word, excepting the firm name) as that in the first paragraph of the Tiffany ad, they open the way to a very reasonable suspicion of having appropriated a competitor's thunder. In this case, as in most others of its kind, if anybody suffers it will be the imitator; but in no case is the matter as serious as it is thought to be. I have known instances where copying of this kind has been helpful to the originator and hurtful to the copier; and, in any case, the originator may get comfort, if not real pleasure, from the fact that "Imitation is the sincerest form of flattery."

HANSEL, SLOAN & CO.,
Jewelers & Silversmiths.
18 Asylum Street.

Comparison of Prices

Hansel, Sloan & Co. always welcome a comparison of prices and an examination of their merchandise. This applies to their entire stock of rich, as well as inexpensive jewelry, silverware, watches, clocks, bronzes, fine pottery, glassware and other artistic objects, on all of which their prices are as reasonable as is consistent with the standard of quality and workmanship strictly maintained by the house.

COLORADO.

Below is presented a complete list of the newspapers and periodicals published in Colorado, to which Rowell's American Newspaper Directory has ever accorded credit, or that have ever placed on file, with the Directory, any claim to have printed issues averaging so many as a thousand copies for the period of a full year.

The records are gleaned from advance pages of the Directory for 1906, which will be issued to subscribers the latter part of May next (subscription price \$10).

In the issue of PRINTERS' INK for April 11th, the newspapers of Connecticut will be dealt with, and so on, until all the States and territories have had attention.

For a thorough understanding of these State reviews of newspaper conditions it should be borne in mind that the average edition printed is always ascertained by a count of the actual number of copies of each separate issue, sufficiently complete and perfect for service to a subscriber or sale by a newsboy, the total being ascertained by adding the numbers expressing the separate issues, and dividing the total by the number of separate editions which will reveal the average edition for the period of a full year.

COLORADO.

Aspen, *Democrat*, morning:

Copies printed: For the year 1898 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Boulder, *Boulder Co. Herald*, evening and weekly:

Copies printed: The weekly edition of this paper has never made a definite and satisfactory report, but had credit for printing more than 1,000 copies in 1904 and 1905.

Boulder, *Tribune*, weekly:

Copies printed: For the year 1898 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Boulder, *Rocky Mountain Baptist*, weekly:

Copies printed: For the year 1898 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Breckenridge, *Journal*, weekly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Buenavista, *Chaffee Co. Democrat*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Buenavista, *Colorado Republican*, weekly:

Copies printed: This paper had credit for an average issue of 2,214 in 1896, of 2,352 in 1898, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies for the years 1904 and 1905.

Canon City, *Record*, weekly:

Copies printed: 1,529 in 1901,
1,712 in 1902,
2,004 in 1905.

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Canon City, *Times*, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Colorado Springs, *Evening Telegraph*:

Copies printed: This paper had credit for an average issue of 8,844 in 1902, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 4,000 copies for the years 1904 and 1905.

Colorado Springs, *Gazette*, daily, Sunday and weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 9,341 in 1902, of 8,357 in 1903, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 4,000 copies for the year 1905.

The Sunday edition had credit for an average issue of 8,549 in 1903, since which time it has not furnished a report, but was credited with printing more than 4,000 copies for the year 1905.

The weekly edition had credit for issuing more than 1,000 copies regularly in the year 1898, but has not since set up any claim for issuing so many.

Colorado Springs, *Colorado Tourist and Hotel Reporter*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Colorado Springs, *Labor News*, weekly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Colorado Springs, *Mining Investor*, weekly:

Copies printed: This paper had credit for an average issue of 2,520 in 1902, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies for the year 1905.

Colorado Springs, *Rocky Mountain Endeavor*, monthly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Cripple Creek, *Evening Star*, daily and weekly:

Copies printed: No definite and satisfactory report was ever furnished for the daily edition, but it has been credited with issuing more than 1,000 copies from 1899 to and including 1905.

The weekly edition for the year 1903 seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Cripple Creek, *Times*, morning and weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 3,087 in 1901, of 4,068 in 1902, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 2,250 copies for the year 1905.

Denver, *Colorado Herald*:

Copies printed: The weekly edition of this paper had credit for an average issue of 4,080 in 1899, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies since 1901 and including the year 1905.

Denver, *Hotel Bulletin*, evening:

Copies printed: This paper had credit for an issue of 1,200 in 1896, since which time it has not furnished a definite report, but was credited with printing more than 1,000 copies for the year 1904. In 1905 it was not thought to issue so many as 1,000 copies.

Denver, *Journal*, morning:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Denver, *Mining Record*, evening:

Copies printed: 3,298 in 1902,
5,489 in 1903,
6,640 in 1904,
8,573 in 1905.

Saturday edition for 1905, average issue 21,240 copies. This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Denver, *Post*, daily, Sunday and weekly:

Copies printed: Daily editions issued have increased with much regularity from 16,977 in 1896 to 44,320 in 1905.
Sunday issue, 49,888 in 1903,
58,982 in 1904,
60,104 in 1905.

The *Post* is entitled to a place on the PRINTERS' INK Roll of Honor, and is the only publication issued in the State of Colorado which avails itself of the Directory Guarantee Star, which no publisher would ever venture to do were he not satisfied that the accuracy of his circulation figures would stand out bright and clear under the most searching investigation.

Denver, *Record-Stockman and Colorado Price Current*, evening:

Copies printed: No definite and satisfactory statement was ever obtained from this paper, but its regular issues have been believed to exceed 1,000 copies since 1897, including the year 1905.

Denver, *Republican*, morning:

Copies printed: Daily, 26,661 in 1900,
25,690 in 1901,
27,752 in 1902,
28,722 in 1903,
29,214 in 1904,
31,440 in 1905.

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Weekly: no definite and satisfactory report was ever received from this paper, but it was thought to issue more than 1,000 copies in 1899, but has not since set up any claim for issuing so many.

Denver, *Rocky Mountain News*, morning and Sunday; *Times*, evening; *News-Times*, weekly:

Copies printed: Morning, have increased from 23,073 in 1894 to 43,836 in 1905.



Evening, from 28,990 in 1903 to 44,841 in 1905.

Sunday, from 65,983 in 1903 to 84,873 in 1905.

Weekly: had credit for an issue of 4,500 in 1894, since which time it has not furnished any report, but was credited with printing more than 1,000 copies for the years 1904 and 1905. The morning, evening and Sunday issues of this paper (but not the weekly), are entitled to a place on the PRINTERS' INK Roll of Honor.

Denver, *Clay's Review*, weekly:

Copies printed: 3,699 in 1902,
10,926 in 1904,
11,688 in 1905.

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Denver, *Colorado Graphic*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Denver, *Colorado Vorwärts*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Denver, *Commercial Tribune and Pueblo Progress*, weekly:

Copies printed: This paper had credit for an average issue of 9,115 in 1897, of 9,222 in 1898, since which time it has not furnished a report, but was credited with printing more than 2,250 copies for the years 1904 and 1905.

Denver, *East End Echo*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Denver, *Examiner*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Denver, *Field and Farm*, weekly:

Copies printed: This paper had credit for an issue of 8,400 in 1894, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 2,250 copies since 1897 and for the year 1905.

Denver, *Illustrated Weekly*:

Copies printed: No definite and sat-

isfactory report was ever received from this paper, but it has been thought to issue more than 2,250 copies regularly since 1903, including the year 1905.

Denver, *Miner's Magazine*, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the year 1903, but has not since set up any claim for issuing so many.

Denver, *Mining Reporter*, weekly:

Copies printed: This paper had credit for an issue of 3,957 in 1900 and 6,000 in 1904, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 2,250 for the year 1905.

Denver, *Mining World*, weekly:

Copies printed: This paper had credit for an average issue of 7,341 in 1898, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 4,000 copies for the year 1905.

Denver, *Rocky Mountain Herald*, weekly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Denver, *Rocky Mountain Sentinel*, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the years 1900 and 1901, but has not since set up any claim for issuing so many.

Denver, *Roma*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Denver, *South Denver Eye and Bulletin*, weekly:

Copies printed: No really satisfactory statement was ever received from this paper, but it had credit for issuing more than 2,250 copies in 1904 and 1905.

Denver, *Statesman*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Denver, *Svensk-Amerikanska Western*, weekly:

Copies printed: This paper had credit for an average issue of 5,721 in 1900, of 7,839 in 1901, since which time it has not furnished a report, but was credited with printing more than 4,000 copies for the years 1904 and 1905.

Denver, *Western Woodman*, weekly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Denver, *Colorado Odd Fellow*, semi-monthly:

Copies printed: This paper had credit for issuing more than 1,000 copies in the year 1898, but has not since set up any definite and satisfactory claim for issuing so many.

Denver, *Ores and Metals*, semi-monthly:

Copies printed: This paper had credit for issuing 3,030 in 1902, 5,130 in 1904, and exceeding 2,250 in 1905.

Denver, *A. O. U. W. Record*, monthly:

Copies printed: 9,937 in 1897, and 7,308 in 1904, and credited with issuing more than 4,000 in 1905.

Denver, *Colorado Medical Journal and Western Medical and Surgical Gazette*, monthly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordancy of a rating to that effect. It has not since made any renewal of the claim.

Denver, *Colorado School Journal*, monthly:

Copies printed: This paper had credit for an average issue of 1,170 for the year 1902, but has not since made claim to issuing so many as 1,000 copies.

Denver, *Critique*, monthly:

Copies printed: This periodical had credit for an average issue of 1,175 for the year 1898, but has not since made any claim to issuing so many as 1,000 copies.

Denver, *Fraternal Union*, monthly:

Copies printed: 26,416 in 1903,
27,600 in 1904,
28,500 in 1905.

This periodical is entitled to a place on the PRINTERS' INK Roll of Honor.

Denver, *Insurance Report*, monthly:

Copies printed: For the year 1899 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordancy of a rating to that effect. It has not since made any renewal of the claim.

Denver, *Irrigation*, monthly:

Copies printed: Average issue 9,917 in 1904 and believed to exceed 7,500 in 1905.

Denver, *Medical Times*, monthly:

Copies printed: This paper had credit for an issue of 1,000 for the year 1903, but has not since made any claim to issuing so many as 1,000 copies.

Denver, *Mines and Mining*, monthly:

Copies printed: 4,066 in 1904,
5,628 in 1905.

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Denver, *Motor Field*, monthly:

Copies printed: 10,453 in 1896,
7,308 in 1905.

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Denver, *Outdoor Life*, monthly:

Copies printed: This paper had credit for an average issue of 20,308 in 1900, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 20,000 copies for the year 1905.

Denver, *Profit and Loss*, monthly:

Copies printed: 4,750 actual average for 1905. This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Denver, *Railway Gazette*, monthly:

Copies printed: This publication has never furnished a satisfactory report, but was believed to issue more than 4,000 copies in 1905.

Denver, *Ranch and Range*, monthly:

Copies printed: This paper had credit for an average issue of 7,041 in 1902, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 4,000 copies for the year 1905.

Denver, *Retail Clerks' International Advocate*, monthly:

Copies printed: 43,666 in 1903,
50,000 in 1904,
50,000 in 1905.

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Denver, *Rocky Mountain Druggist*, monthly:

Copies printed: 2,969 in 1904, and believed to issue more than 1,000 in 1905.

Denver, *Rocky Mountain Official Railway Guide*, monthly:

Copies printed: 4,018 actual average for 1905. Entitled to a place on the PRINTERS' INK Roll of Honor.

Denver, *Sister Republics*, monthly:

Copies printed: 6,000 in 1900, 3,792 in 1904, and through to issue more than 2,250 in 1905.

Denver, *Square and Compass*, monthly:

Copies printed: This paper had credit for an average issue of 1,367 in 1895, of 1,550 in 1902, since which time it has not furnished a report, but was credited with printing more than 1,000 copies for the year 1905.

Denver, *Western Grocer, Butcher and Clerk*, monthly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Denver, *Western Poultry World*, monthly:

Copies printed: 10,250 in 1903,
16,542 in 1904,
17,917 in 1905.

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Denver, *Western World*, monthly:

Copies printed: This paper has never furnished a satisfactory report, but was believed to have printed more than 1,000 in 1903 and 1904.

Durango, *Democrat*, morning and weekly:

Copies printed: For the year 1903 the daily edition of this paper was credited with an average issue exceeding 1,000 copies, since which time it has not made any renewal of the claim.

Florissant, *Eagle*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Fort Collins, *Courier*, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an issue of 1,200 in 1895, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies for the year 1905.

Fort Collins, *Express*, weekly:

Copies printed: 1,089 in 1900, increasing to 1,786 in 1904, and in the absence of a report, believed in 1905 to have an output in excess of 1,000 copies.

Fort Morgan, *Times*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Georgetown, *Courier*, weekly:

Copies printed: For the year 1901 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Glenwood Springs, *Glenwood Post and Weekly Ledger*:

Copies printed: This paper had credit for an average issue of 1,160 in 1903, since which time it has not furnished a detailed and satisfactory report, but was credited with printing more than 1,000 copies for the year 1904, but was not thought to print so many in 1905.

Grand Junction, *News*, weekly:

Copies printed: This paper had cre-

dit for an issue of 1,155 for the year 1895, but has not since made claim to issuing so many as 1,000 copies.

Greeley, *Tribune*, weekly:

Copies printed: 1,662 in 1901,
2,017 in 1902,
2,095 in 1903,
2,177 in 1904,
2,265 in 1905.

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Greeley, *Weld Co. Republican*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Idaho Springs, *Colorado Mining Gazette*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Idaho Springs, *Siftings*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

La Java, *Chronicle*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Leadville, *Herald-Democrat*, every morning; *Evening Chronicle*; *Carbonate Chronicle*, weekly:

Copies printed: Morning, 3,343 in 1898, and 4,470 in 1904. Believed to print more than 2,250 in 1905.

Evening, 1,820 in 1903, 1,837 in 1904 and believed to issue more than 1,000 in 1905.

Sunday, 4,650 in 1904 and believed to issue more than 4,000 in 1905.

Weekly, no detailed, satisfactory report was ever obtained, but was believed to issue more than 1,000 in 1904 and 1905.

Loveland, *Register*, weekly:

Copies printed: For the year 1898 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Loveland, *Reporter*, weekly:

Copies printed: For the year 1899

this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Manitou, Journal, weekly:

Copies printed: This paper had credit for an average issue of 1,034 for the year 1903, but has not since made any claim to issuing so many as 1,000 copies.

Montrose, Enterprise, weekly:

Copies printed: This paper had credit for an issue of 1,150 for the year 1902, but has not since made claim to issuing so many as 1,000 copies.

Ouray, Herald, weekly:

Copies printed: For the year 1899 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Pueblo, Chieftain, morning and weekly:

Copies printed: Daily edition 14,897 in 1893 and 15,545 in 1894. In the absence of any report was credited with issuing more than 12,500 in 1905. For the year 1898 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Pueblo, Star-Journal, evening and Sunday:

Copies printed: No definite and satisfactory statement was ever obtained from this paper, but it had credit for issuing more than 1,000 copies both daily and Sunday in 1903, 1904 and 1905.

Pueblo, Il Vindice, weekly:

Copies printed: This paper in 1903 indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating was not forthcoming.

Pueblo, Indicator, weekly:

Copies printed: This paper has never furnished a definite and satisfactory report, but had credit for issuing more than 1,000 copies in 1903, 1904 and 1905.

Pueblo, L'Unione, weekly:

Copies printed: This paper had credit for an average issue of 2,413 in 1900, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies for the year 1905.

Pueblo, La Hermandad, monthly:

Copies printed: Credited with an average issue exceeding 1,000 copies in

1902, but has not since made any claim for issuing so many.

Salida, Record, weekly:

Copies printed: Average issue 1,553 in 1905. This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Telluride, Journal, evening and weekly:

Copies printed: For the year 1903 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Trinidad, Advertiser:

Copies printed: For the year 1903 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Trinidad, Chronicle, evening and weekly:

Copies printed: For the year 1902 both the daily and the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim for either edition.

Trinidad, Southern Miner, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Victor, Record, morning and weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 1,060 for the year 1897, but has not since established a claim to issuing so many as 1,000 copies.

It is not supposed that any Colorado paper not named in the list printed above makes any claim, or has at any time during the past ten or twelve years made any claim to issuing regularly as many as 1,000 copies.

It will be noted that there are no less than fifty-eight publications in Colorado which get credit for printing regularly more than 1,000 copies, and of these no less than five dailies, six weeklies and seven monthlies are entitled to be named in the PRINTERS' INK Roll of Honor. This is rather a good showing.

HOW THE GUARANTEED CIRCULATION RATINGS CAME TO BE RENEWED.



In the March issue of Rowell's American Newspaper Directory for 1900, in the second part of the preface of that volume one may read:

GUARANTEED CIRCULATION RATINGS.

From 1888 to 1896, inclusive, a period of nine years, the accuracy of circulation ratings in Rowell's American Newspaper Directory was guaranteed by its publishers and a reward of \$100 was paid to the first person who proved that a circulation rating, in actual figures, based upon a statement received from its publisher, was not true as given. This system of guarantee was discontinued in 1897, *after between three and four thousand dollars had been paid out in forfeits*, because nine years of experiment had made it plain that newspaper publishers were not disposed to countenance the Directory in its efforts, and were positively opposed to them. Even those newspaper men who sent in figures that were guaranteed appeared as a general thing to feel as though freed from a frightful nightmare after the guaranty was withdrawn.

On the other hand, however, there has since appeared a class of publishers who have expressed a desire for the resumption of the guaranty system and their willingness to assume a share of the burden it entails.

After due consideration of the applications of these, the editor of the Directory has renewed the guaranty, and attached a distinguishing mark and a guaranty clause in the case of every circulation rating based upon a satisfactory statement, provided the said statement is accompanied by a deposit of one hundred dollars in actual cash, to be held indefinitely by the Directory publisher—

the guaranty to be continued year after year, or until the correctness of the rating has been successfully assailed.

The publishers of Rowell's American Newspaper Directory have often expressed the opinion that no newspaper man in the United States could be found who would for one moment hesitate to kill the Directory if he had the power and could exercise it in the dark. The position of the publishers of the Directory on this point has, however, been somewhat shaken of late by receiving several responses to the offer made to papers accorded a circulation rating in actual figures in the Directory. These responses are equivalent to subscriptions towards sustaining the work of the Directory, and indicate a change of attitude on the part of some of the leading papers of the country. It is gratifying to note that, after thirty-two years of effort to aid honest newspapers and discourage the circulation liar, the Directory publishers are, in the fourth decade of their work, actually receiving some substantial encouragement and aid from men who conduct the best class of newspapers and make a practice of letting their actual issues be known.

During the six years which have passed by since the above was written a remarkable change in feeling towards Rowell's Directory has taken place among publishers. The 1906 issue coming from the press in the latter part of May, is the thirty-eighth annual edition, and a sentiment of appreciation and good will for the work is noticeable on all sides.

The honest publisher and the honest advertiser welcome alike an honest newspaper directory. Rowell's American Newspaper Directory, its principles, its integrity, are more appreciated to-day than ever before. This book will stand in years to come, in the history of American advertising, as the greatest achievement of its founder, Mr. Geo. P. Rowell.

CONSTANCY is supposed to be a virtue, but in advertising it is a necessity.—*Agricultural Advertising.*

Duplicante.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY



New York City, FEB 27 1906

RECEIVED of the Publisher of *Post-date Business, Seattle, Wash.*
One Hundred Dollars

for guarantee of circulation rating in Rowell's American Newspaper Directory.

THE PRINTERS' INK PUBLISHING COMPANY,

\$100.00

Publishers of Rowell's American Newspaper Directory.

CONDITIONS.

The absolute correctness of a circulation rating in Rowell's American Newspaper Directory, or to be inserted in the next issue of the book, based upon a satisfactory statement from the publisher of a paper, of the actual issues for a full year, is guaranteed by the Directory publishers, under a forfeiture of one hundred dollars, payable to the person who recommended the insertion of the rating. The guaranteeing party, and the forwarding of the rating, is a condition of the rating. The rating is not to be used for any other purpose than the rating in the Directory. The money paid is not returnable to the publisher at any time or under any circumstances.

Geo. J. King Manager.

THE STAR GALAXY.

THE LATEST ADDITION.

The publisher of the Montreal, Can., *La Presse* has sought and obtained the Guarantee Star in Rowell's American Newspaper Directory for 1906, now in its thirty-eighth annual revision. The certificate was issued on March 22, 1906. A photographic reproduction is shown on the opposite page. The final revision of the Directory for 1906, thirty-eighth year of consecutive publication, is now under way. Applications for the Guarantee Star may be forwarded by publishers who are interested in the subject—who believe they are eligible to the highest distinction which the editor of Rowell's Directory can bestow—and who dare use the Guarantee Star.



The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear, after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

THE STAR GALAXY TO DATE.

ILLINOIS.	
Chicago.....	Daily News.
Chicago.....	Tribune.
Chicago.....	Record-Herald.
Chicago.....	Examiner.
Decatur.....	Daily Review.
Decatur.....	Herald
Peoria.....	Star.
INDIANA.	
Crawfordsville.....	Journal.
MINNESOTA.	
Minneapolis.....	Journal.
Minneapolis.....	Tribune.
Minneapolis.....	Farm, Stock and Home.
Minneapolis.....	Svenska Ameriskanka
	Posten.
St. Paul.....	Pioneer Press.
PENNSYLVANIA.	
Philadelphia.....	Bulletin.
Philadelphia.....	Press.

Philadelphia.....	Farm Journal.
Pittsburg.....	Post.
West Chester.....	Local News.
NEW YORK.	
Brooklyn.....	Standard Union.
Buffalo.....	Evening News.
Mount Vernon.....	Argus
Troy.....	Record.
CALIFORNIA.	
Oakland.....	Herald.
COLORADO.	
Denver.....	Post.
CONNECTICUT.	
Bridgeport.....	Morning Telegram and Union.
DISTRICT OF COLUMBIA.	
Washington.....	Evening Star.
IOWA.	
Des Moines.....	Successful Farming.
Sioux City.....	Tribune.
MARYLAND.	
Baltimore.....	News.
MASSACHUSETTS.	
Boston.....	Globe.
Brockton.....	Enterprise.
MICHIGAN.	
Jackson.....	Morning Patriot.
MISSOURI.	
Kansas City.....	Star.
NEBRASKA.	
Lincoln.....	Daily Star.
Lincoln.....	State Journal and Evening News.
NEW JERSEY.	
Red Bank.....	Register.
OHIO.	
Akron.....	Beacon Journal.
OREGON.	
Portland.....	Journal.
SOUTH CAROLINA.	
Columbia.....	State.
TENNESSEE.	
Knoxville.....	Journal and Tribune.
VIRGINIA.	
Richmond.....	Times-Dispatch.
WASHINGTON.	
Seattle.....	Post-Intelligencer.
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